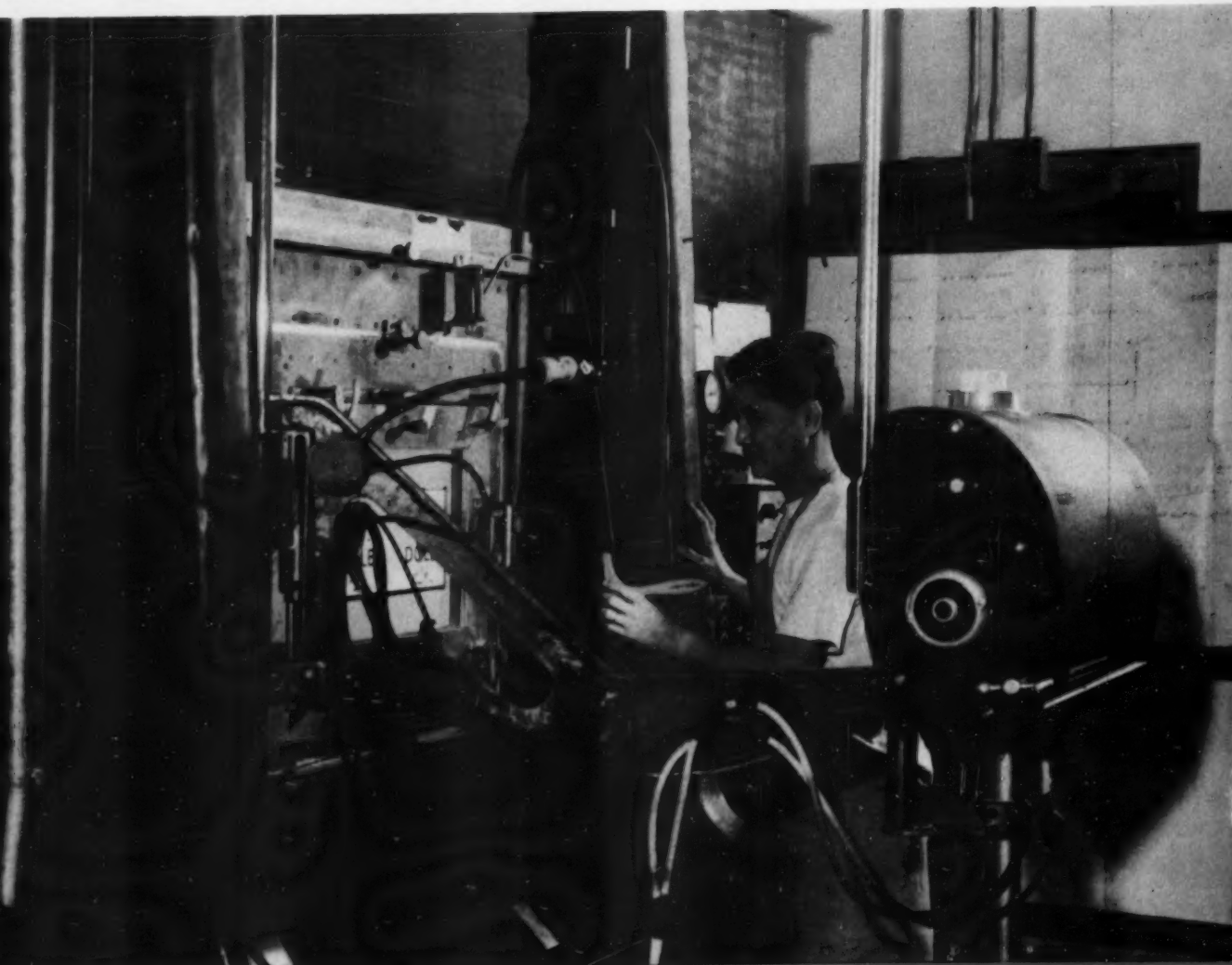


Modern LITHOGRAPHY

NOVEMBER - 1954 - VOLUME 22 - NUMBER 11



Honolulu Lithograph Co. operates a modern plant in the Islands (See page 8)

In this issue

Visit to Honolulu Plant • Setting Up a Purchasing Dept.
Analyzing Costs Today: Tomorrow • Photographic Clinic

Fast Orange 77P

Senelith Inks

Were the first lithographic inks
made from dyestuffs
treated with sodium tungstate
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*Do you know
the background
of the
Intertype*

Fotosetter

One of the first attempts to devise a photographic typesetting machine was made by Eugene Porzolt of Budapest, Hungary, in 1894. Little progress was made, however, until Intertype management and engineers recognized the importance of a circulating matrix bearing a photographic negative character.



First • 1936

full-scale research project was launched based upon this entirely new concept. Intertype engineers began development.



First • 1946

Fotosetter installed in the United States Government Printing Office for exhaustive field tests.



First • 1949

successful commercial installation of an Intertype Fotosetter in a nationally known lithographic concern.



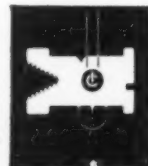
and Today...

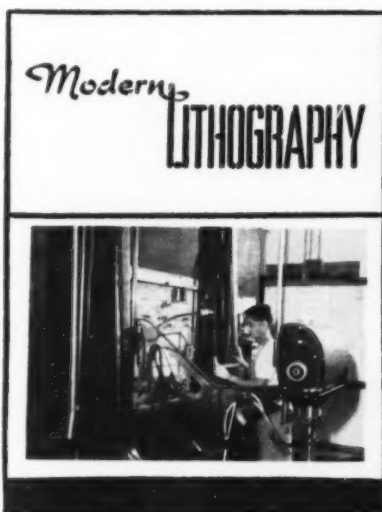
The Intertype Fotosetter is still the only photographic typesetting machine in actual daily commercial use, not only in the continental United States but in many foreign countries.

If it isn't made by Intertype, it isn't a Fotosetter

Intertype Corporation

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THE COVER

This photocomposing machine is part of the equipment of Honolulu Lithograph Co. in Hawaii. For a photo-visit to this Island plant see pages 34-36.

ROBERT P. LONG
Editor

JOHN A. NICHOLSON
Advertising Manager

CHICAGO OFFICE
333 North Michigan Ave.



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MODERN LITHOGRAPHY

VOLUME 22, NUMBER 11

NOVEMBER, 1954

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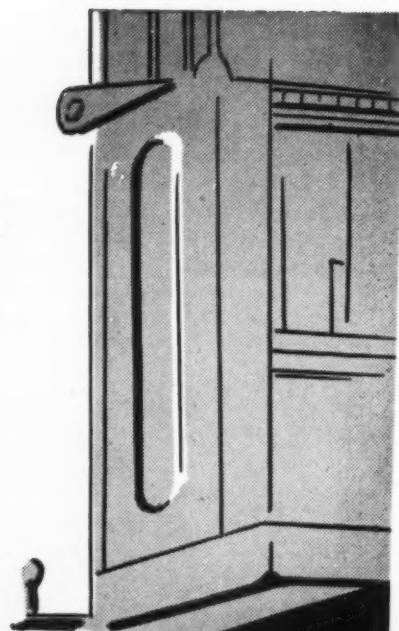
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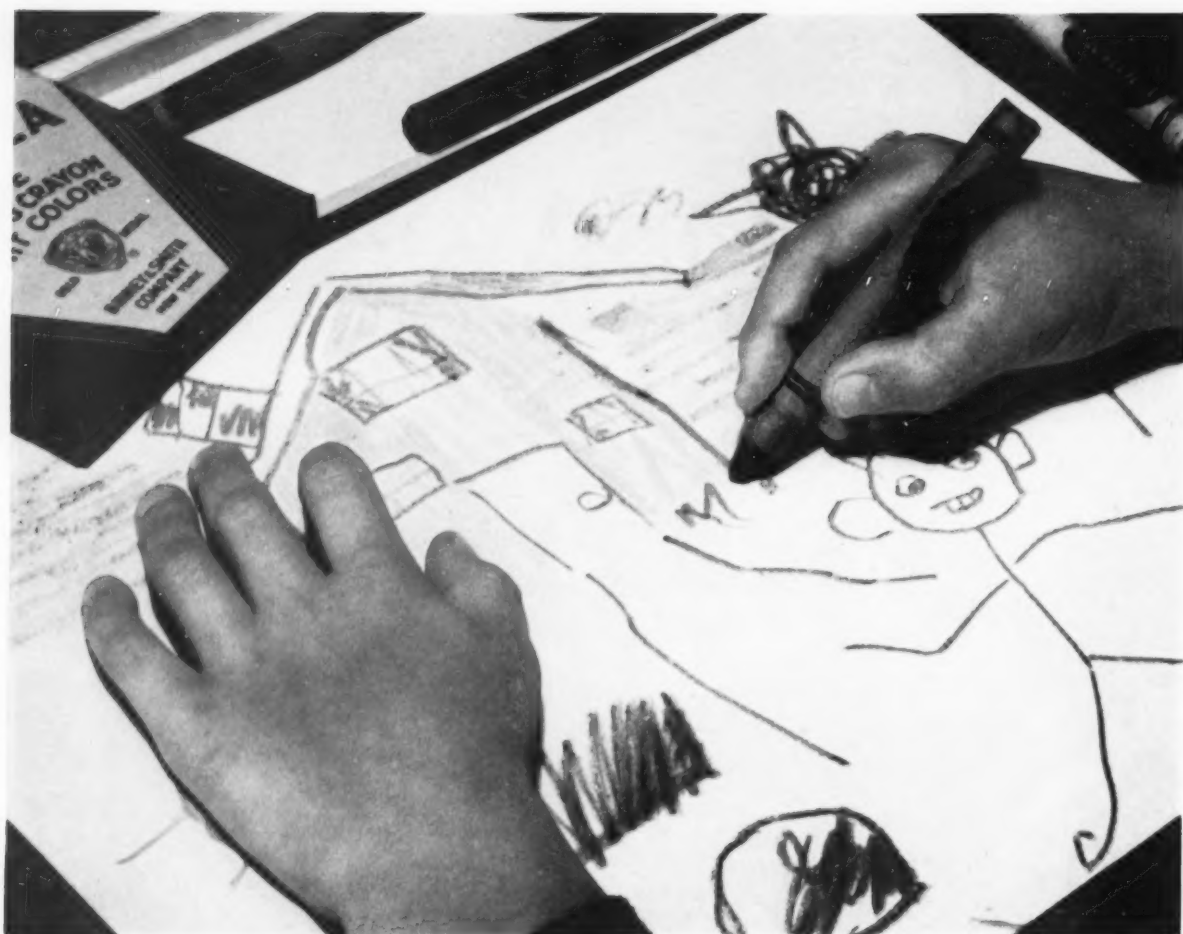
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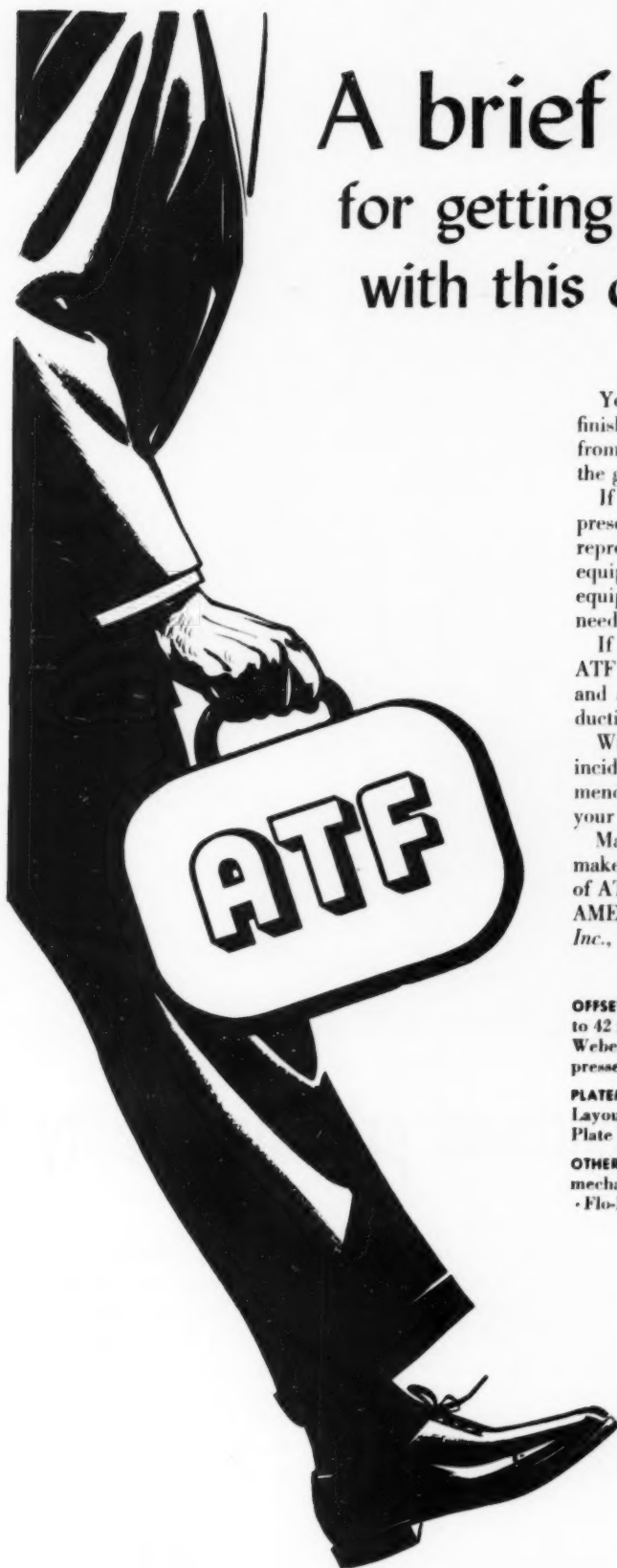
Its full panchromatic sensitivity is especially balanced for the most exact color response.

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IN THE GRAPHIC FIELD IT'S ANSCO



A brief case... for getting better acquainted with this offset specialist

Your ATF representative knows offset from platemaking to finished job. It figures—his company's line of presses run from a 14 x 20 Chief, through the 14-press Mann line, up to the giant web-fed Webendorfers.

If you are planning to get into offset, or to expand your present offset production facilities from duplicators, the ATF representative is an ideal man to have in on your production equipment discussions. He can offer you simple plate-making equipment and presses, such as the Chief 20, in the size range needed to improve your productive capacity.

If you are a printer planning a further step in offset, your ATF representative can tell you about our outstanding camera and advanced plate-making equipment as well as high production Chief, Mann, and Web-fed offset presses listed below.

With this complete line of products to sell (letterpress, too, incidentally), the man from ATF can give you a sound recommendation when it comes to picking equipment that best fits your operation.

Makes a good deal of sense to call on him, doesn't it? It makes even more when you take a closer look at his line-up of ATF offset presses waiting for you on the following pages. **AMERICAN TYPE FOUNDERS**, a subsidiary of *Daystrom, Inc.*, 200 Elmora Avenue, Elizabeth, New Jersey.

OFFSET PRESSES—ATF Chiefs 14 x 20 to 22 x 29 • ATF Mann 22 x 34 to 42 x 65, one- and two-color. Also 38 x 53 Perfector. ATF Web-fed Webendorfer (Business Form, Publication, Webcolor, and Specialty presses, size to order).

PLATEMAKING EQUIPMENT—ATF Contact Printing Frame • Cool-top Layout Table • Film Developing Trough • Plate Developing Trough • Plate Whirler • Rubbing-up Table • Vacuum Printing Frame.

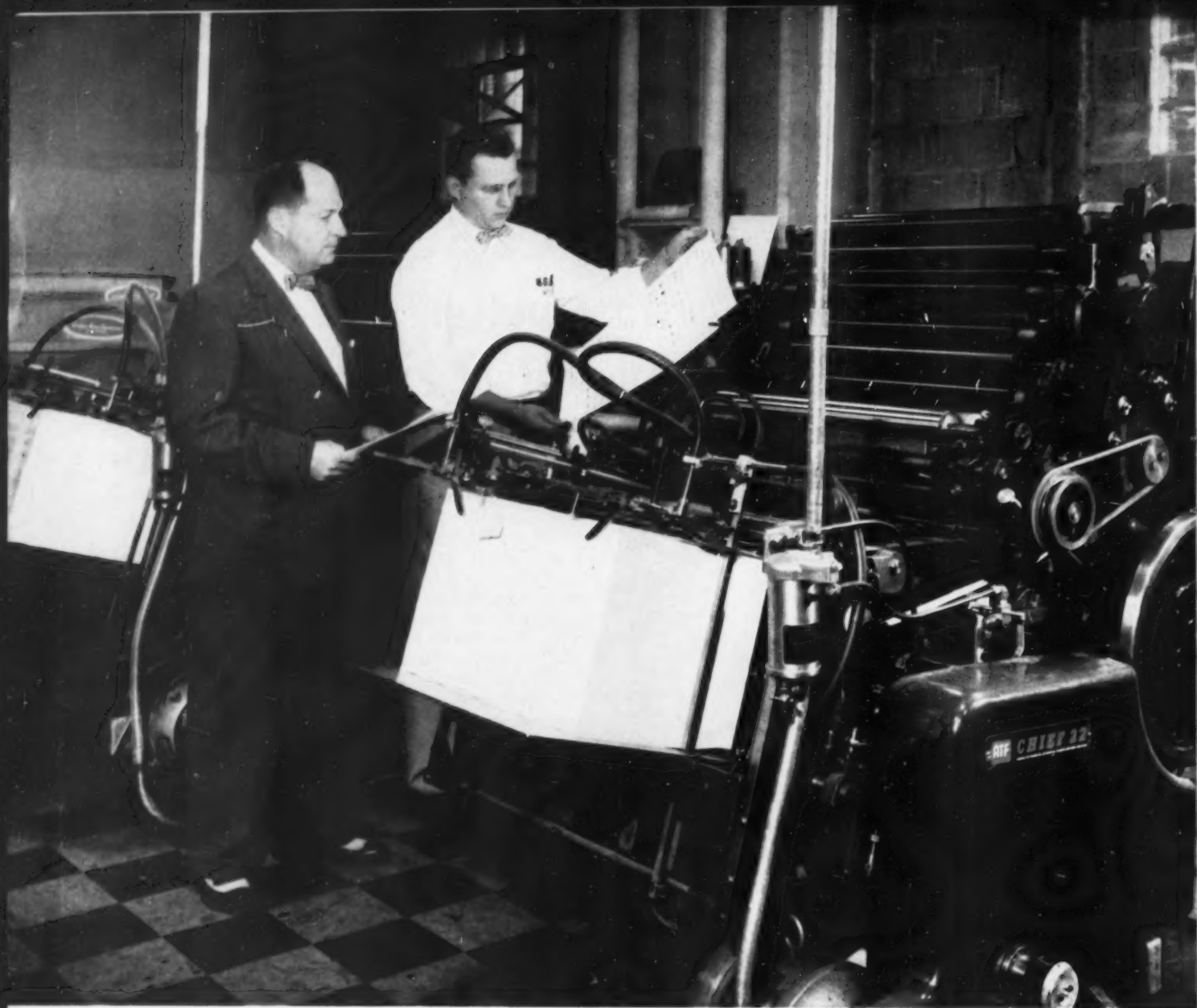
OTHER EQUIPMENT—ATF Process Camera, 24 x 24 • Douthitt Photo-mechanical Equipment • Hadego Photo Compositor • Kenro Camera • Flo-Mix Dry Powder (non-offset) Gun • Bindery Equipment.

48



BETTER, MORE PROFITABLE PRINTING FROM
THE WIDEST LINE OF PROCESSES

Gravure...Letterpress...Offset



How direct-mail house improved printing quality 50%

That figure comes straight from Les Gaupp, President of Advertisers Associates, a Pittsburgh duplicator shop which recently switched from duplicators to ATF Chief 22's.

Here's how AA "improved quality 50% and service 20%." In '52, this Pittsburgh direct-mail house added a rebuilt ATF Chief offset press to their line-up of three duplicating machines. A year's experience with the Chief sold them on the advantages of a "real" press. Only question was which press to buy.

Deciding factor turned out to be the quick makeready and uncomplicated operation of the Chief. In July '53, they

traded in the rebuilt machine on a new 17½ x 22½ Chief 22. Only two months later, they added *another* Chief.

"They really put through a lot of paper — 20,000 to 28,000 impressions a day," Mr. Gaupp says. "The larger Chiefs give us better coverage and let us run larger forms. And with two machines we don't have to break up our runs. These two are real profit producers."

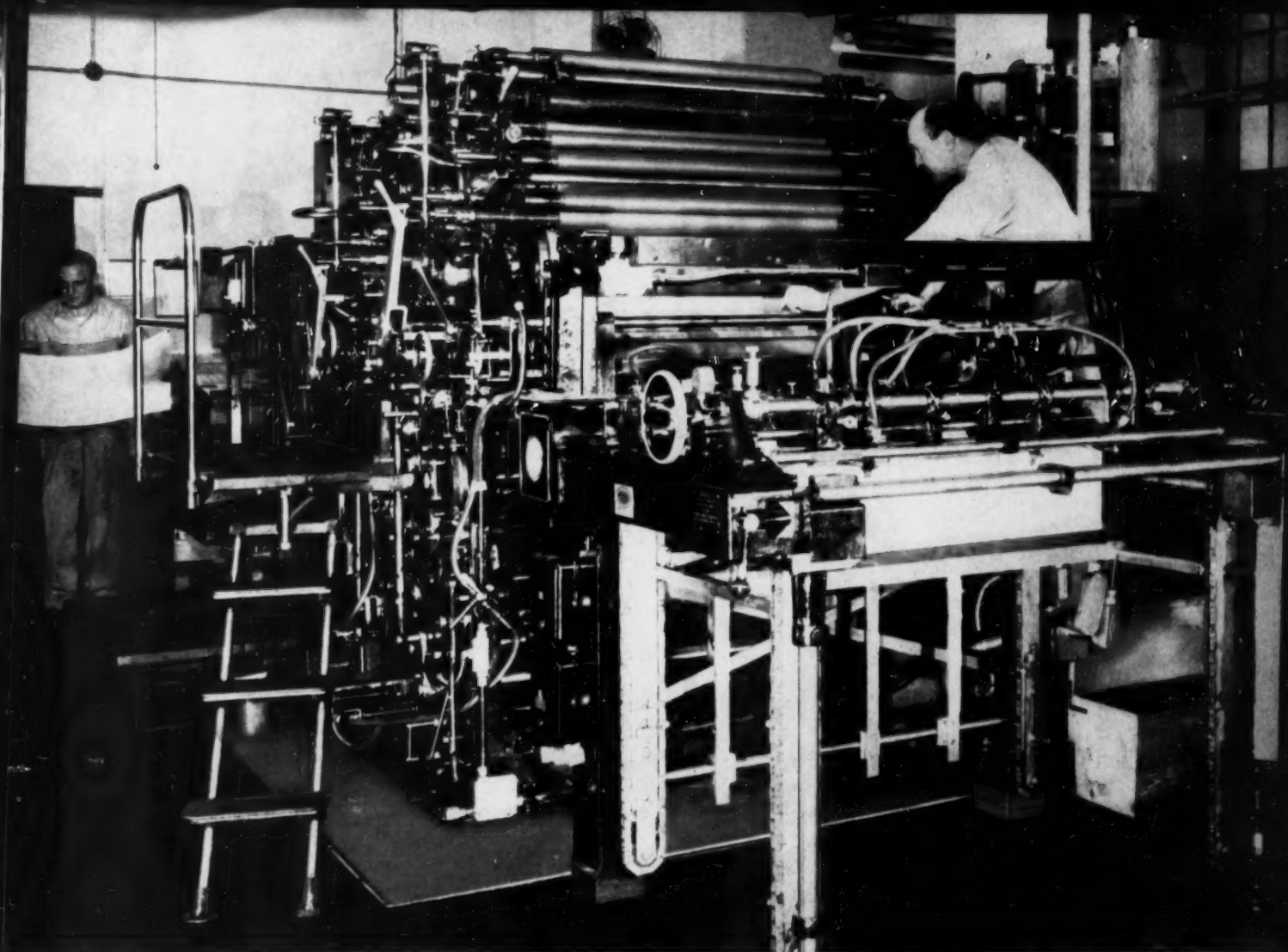
Full details on the Chief 20 and 22 are yours in new ATF folders. Write for them today. American Type Founders, a subsidiary of Daystrom, Inc., 200 Elmora Avenue, Elizabeth, N. J.

C.43

Better, More Profitable Printing from the Widest Line of Processes

GRAVURE...LETTERPRESS...OFFSET





LASKY COMPANY'S SECOND 2-COLOR MANN gets ready to go to work as press foreman, Charles Wheeler, sets up for a job on it.

"Our 1st Mann press sold us our 2nd"

"We were a little nervous about our first 2-color Mann," Saul Lasky of Newark, New Jersey's Lasky Company admits, "but it took only one year's experience with our Mann to convince us we made a good move."

"It earned money for us, boosted production, and gave us uniformly high-quality presswork. So the decision to install our second Mann came a lot easier."

And Charles Wheeler, Lasky's press foreman, is even more specific about the job the new Manns are doing. "The ink distribution lets you print solids as easily as a few lines of type—without streaks,

ghosting or fade-out," he states. And he goes on to say:

"We're sure of perfect register at *any* speed—on the Mann there's no transfer of the sheet between colors. And you can back up jobs faster with no register cams to mark up the face of the sheet."

For facts on Mann features, check your ATF representative. Or write for the latest folder "Offset Unlimited" covering all sizes of Mann 1-color, 2-color and Perfector presses. American Type Founders, a subsidiary of Daystrom, Inc., 200 Elmora Avenue, Elizabeth, New Jersey.

M.4.2



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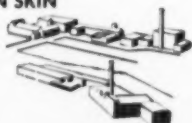
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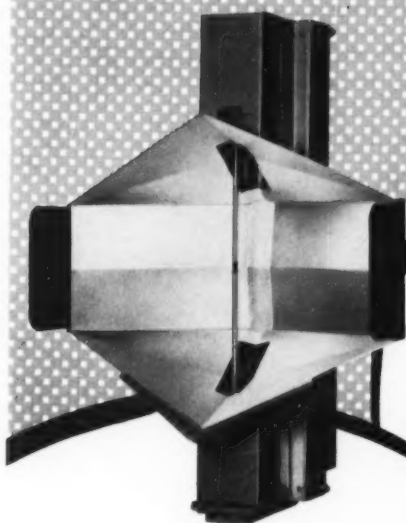
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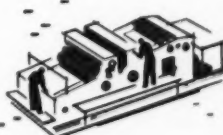
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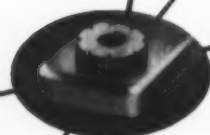
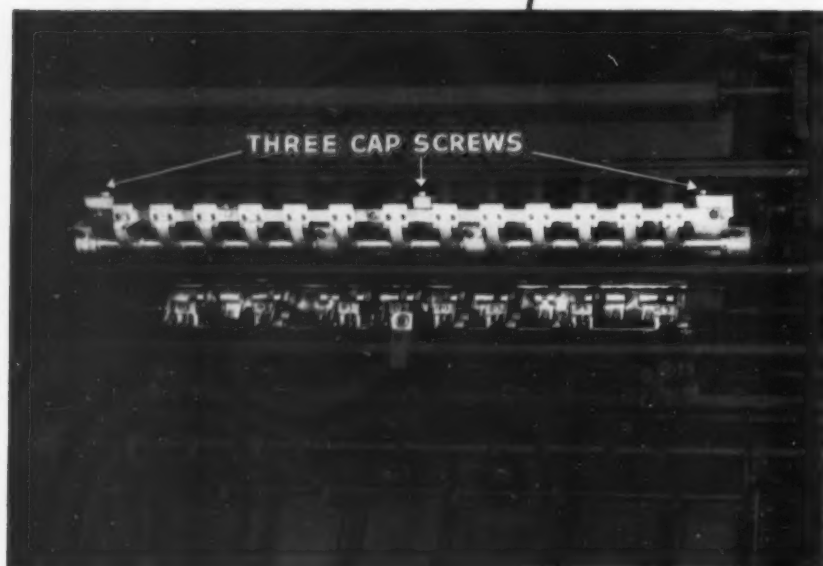
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MODERN LITHOGRAPHY, November, 1954

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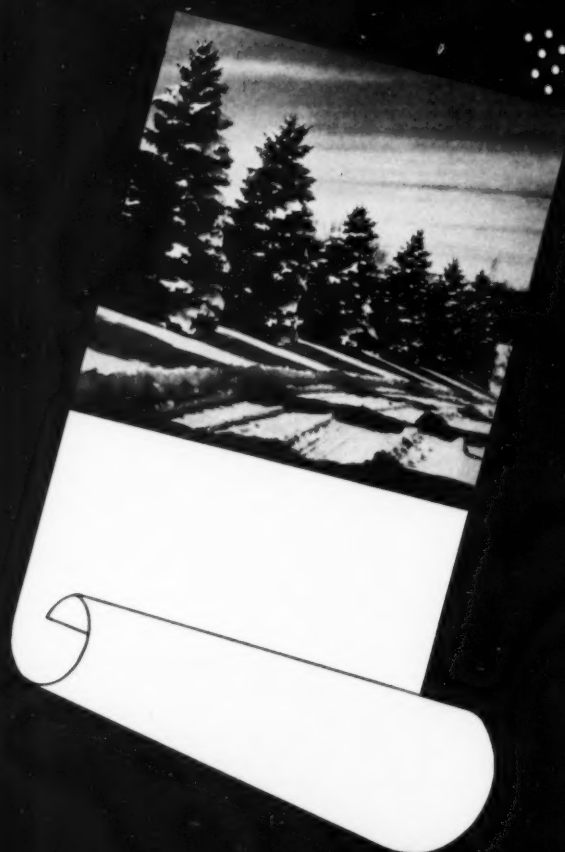
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K.4.1

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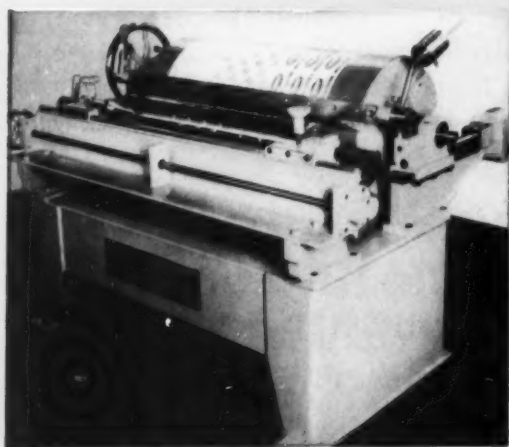
BETTER, MORE PROFITABLE PRINTING FROM THE WIDEST LINE OF PROCESSES

Gravure ... Letterpress ... Offset ... Flexographic

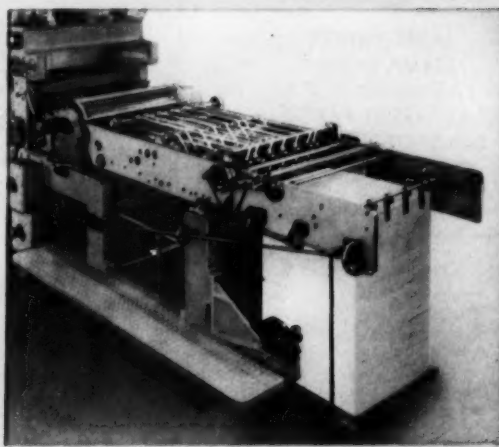




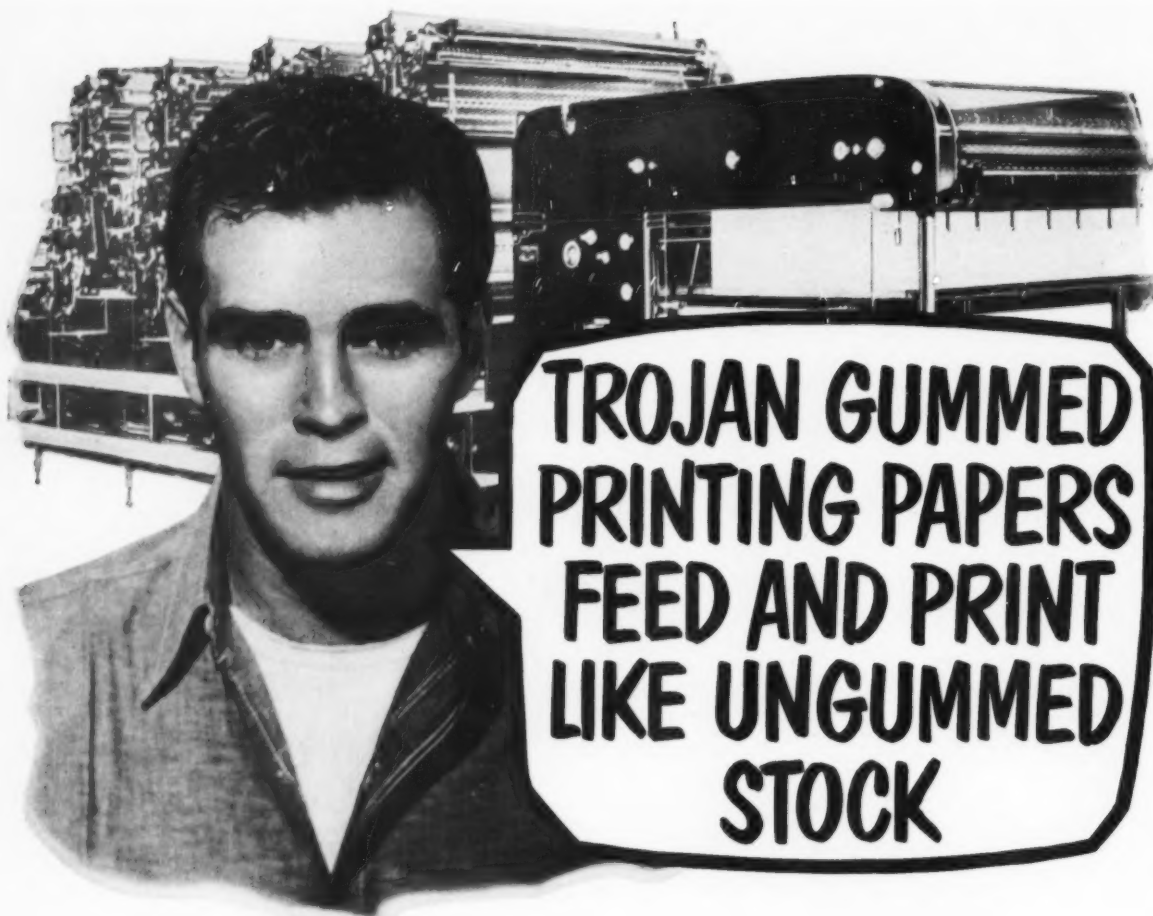
PA Gravure Press mass produces wraps for bread, soap, food and other packaged products; and prints labels, catalogs, direct advertising, calendars, gravure specialties.



Rotogravure Cylinder Proof Press in standard widths of 40", 50" and 60" provides composite or progressive proofs, shows color separation, etching, register prior to printing.



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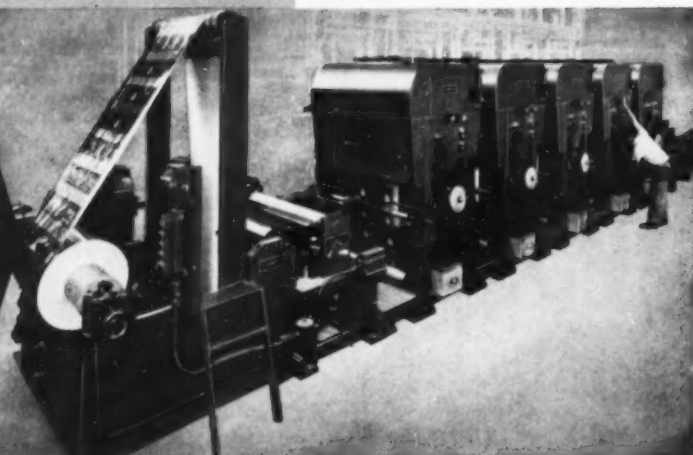


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All press equipment can be controlled from each color or control station. All controls are on the operator's side of the press. All running controls are FULLY AUTOMATIC.



AUTOMATIC COMPREHENSIVE CONSTANT-TENSION CONTROL... from roll stand to delivery, hydraulically-actuated mechanisms maintain constant, *balanced* tension on all points of the continuous web.
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1. Stabilizes web travel throughout printing section.
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Models	14"	20"	26"	36"	44"
Max. Print. Width	14"	20"	27"	36"	44"
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Min. Cyl. Circum.	9"	13"	17"	17"	17"
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Production speed (with rewound roll delivery) on:				Speeds up to	
Cellophane				500 feet per minute	
Glassine, sulphite, light paper, paper backed foil				600 feet per minute	
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*14" and 20" models maintain printing pressure by electric push button control					

Champlain &


Champlain manufactures a complete line of roll-fed rotogravure, flexographic, letter press, cutting and creasing and allied equipment for packaging and specialty printing.

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**You've made Hammermill Bond
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What a fine job you've done! Largely because of you, more business today is done on Hammermill Bond than on any other watermarked office paper.

You've planned and produced letterheads and business forms vital to the efficient operation of offices, factories, stores — all kinds of American business. You've proved that printing comes out sharper, clearer on Hammermill Bond. And you've shown how this fine watermarked paper adds favorable attention value to any job — as it has for over 42 years.

You've put your efforts behind Hammermill Bond. And Hammermill is backing you. Telling your customers throughout the country "You couldn't stay in business without your printer." Pre-selling them on Hammermill Bond with factual, hard-selling ads in *TIME*, *BUSINESS WEEK*, and a dozen other business publications. Plus a prestige and sales-building series in *THE SATURDAY EVENING POST*. These ads keep telling millions of readers about the qualities which make your selling job easier when you suggest: "Let's put this job on Hammermill Bond."

HAMMERMILL
Paper Company
ERIE, PENNSYLVANIA



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OF A DIFFERENCE**

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GLAZCOTE
SCRATCH RESISTANT*

Add this remarkable ink conditioner to your regular letterpress or litho inks for a really unique thrill in fine reproduction! Homogenized GLAZCOTE makes all inks tougher, glossier, and highly resistant to scratches. Practically mixes itself.

20/20
OVERPRINT VARNISH

The ideal "Finish" for every fine job. Use 20/20 . . . "You can SEE the difference." It's moisture, heat and scratch-resistant as well as acid-alkali proof. 20/20 is high gloss, non-yellowing and remains white over long heat range . . . perfect for heat-activated label adhesives.

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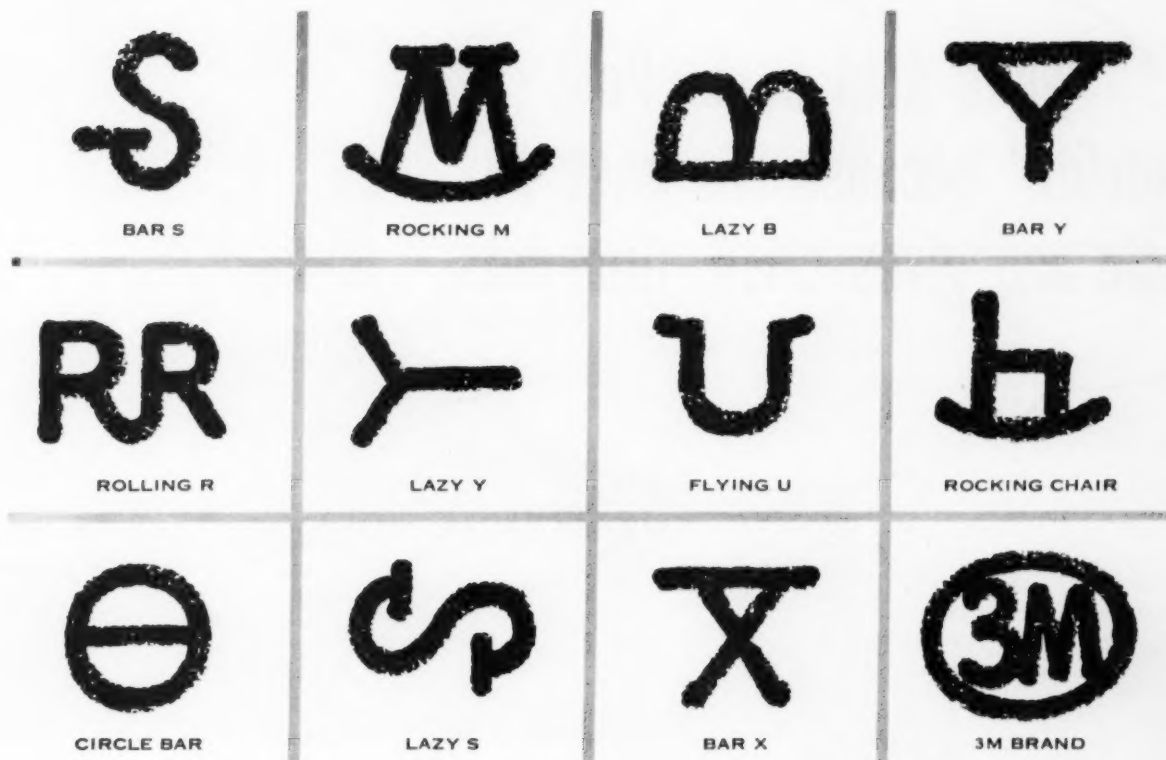
**DEEP
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Proved dependable and economical in leading litho plants for more than a decade. You too will find it profitable to standardize on Schultz Chemicals for all your deep etch requirements.

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 **HERE IT IS**—the famous brand that appears on every "3M" Photo-Offset Plate. It's your guide to faster, more economical printing—with the famous offset plate that assures 300-line screen quality. Richer colors, deeper blacks, smoother solids

identify every piece of work turned out with "3M" Plates; no wonder they're the biggest sellers in the world!

The big greeting-card season is coming up—get ready to turn out quality work *fast*... with "3M" Photo-Offset Plates!



UNAFFECTED BY TEMPERATURE and humidity—and they won't oxidize on the press!



DEEP-ETCH QUALITY from a surface-coated plate; grainless aluminum makes the difference!



DELETIONS AND ALTERATIONS are easy; and every plate delivers perfect re-runs.

IT'S THE ONLY BRANDED PHOTO-OFFSET PLATE ON THE MARKET! Look for this trademark—it identifies the perfect plate for perfect printing.

FREE PRINT for your den or office! "In the Sights," original watercolor of Western Antelope printed entirely from "3M" Plates. A big 16" x 21", ready to frame. Free—just write Dept. ML-114.



Either of these marks   identifies the 3M BRAND

3M Photo-Offset Plates

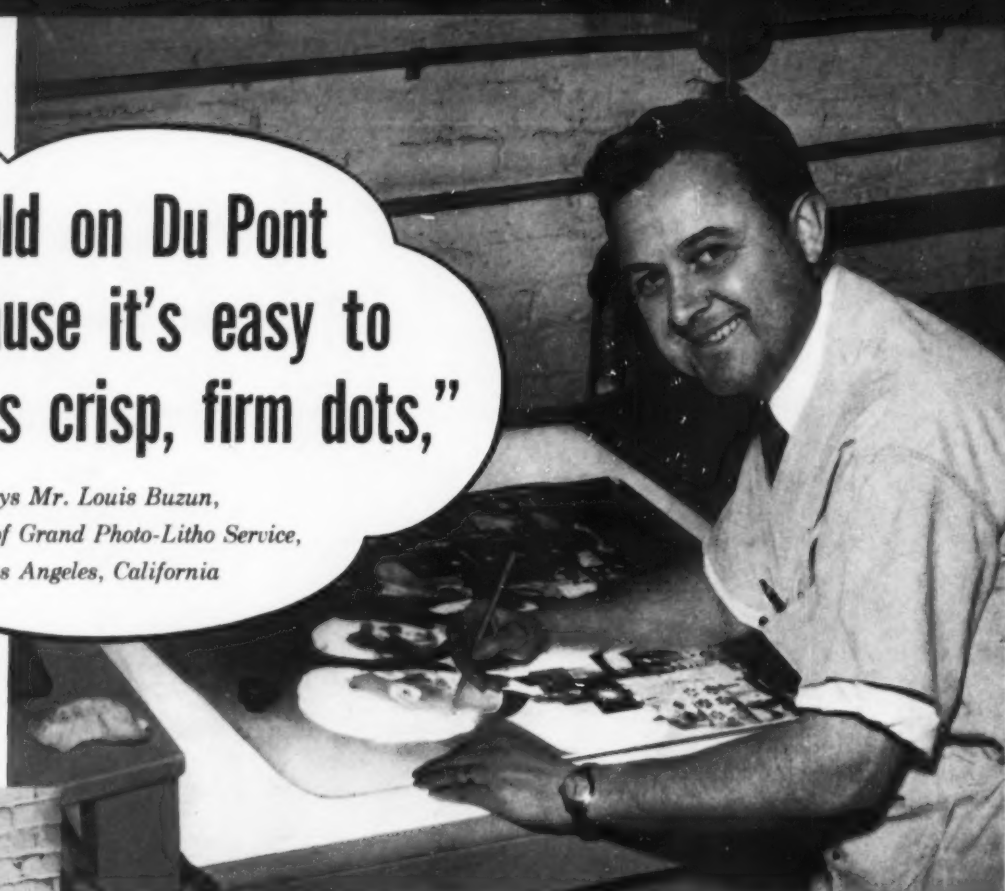
World's largest-selling Sensitized Aluminum Photo-Offset Plates

Made in U.S.A. by MINNESOTA MINING AND MFG. CO., St. Paul 6, Minn.—also makers of "Spherekote" Brand Tympan Covers and Frisket Papers, "Scotchlite" Reflective Sheeting, "Scotch" Brand Pressure-Sensitive Tapes, "Scotch" Brand Magnetic Tape, "Underseal" Rubberized Coating, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can.



**"We're sold on Du Pont
'Photolith' because it's easy to
handle and gives crisp, firm dots,"**

*says Mr. Louis Buzun,
co-owner of Grand Photo-Litho Service,
Los Angeles, California*



Louis Buzun, dot-etching a "Photolith" negative. Mr. Buzun says that with "Photolith" he gets cleaner, more faithful reproduction, especially in making half-tone negatives from four-color separations.



Cameraman Bob Hahn, using squeegee on "Photolith" negative. Durable "Photolith" makes possible "hurry-up" developing, washing, squeegeeing and etching without damage to negative.

Specialists in plates and negatives know the importance of fine lithographic film. That's why Louis Buzun and his wife, Frances, owners and operators of Grand Photo-Litho Service in Los Angeles, California, use Du Pont "Photolith" lithographic film exclusively.

"We've found that Du Pont 'Photolith' eliminates trouble in the camera, at the layout table, and in the darkroom," Mr. Buzun commented. "We've always used it because we like its wide latitude and the exceptional hardness and crispness of its dot structure. As plate and negative specialists, we must know just what the end product will be on some very tricky litho jobs. With 'Photolith,' we do know.

" 'Photolith' film has helped us keep established customers and gain new ones. Its consistent emulsion and continuous tone qualities take much of the worry out of negative making. And 'Photolith' is tough . . . which

means you can do hurry-up jobs without fear of damaging your negatives."

Though a young organization, Photo-Litho Service already has established an excellent reputation in the field. The Buzuns say that "Photolith" was an important factor in this success. "And 'Slim' Hilliard, our Du Pont representative, is always available when we need help, advice or instruction," Mr. Buzun added.

If you're not already using Du Pont "Photolith" lithographic film in your plant . . . try it soon. You'll like "Photolith" . . . and the consistently good results it provides. For detailed information, write: E. I. du Pont de Nemours & Co. (Inc.), Photo Products Dept., Wilmington 98, Delaware. In Canada: Du Pont Company of Canada Limited, Montreal.



L. E. "Slim" Hilliard (center), Du Pont representative, discussing "Photolith" with Mr. and Mrs. Louis Buzun.



REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

SPECIFY DU PONT "PHOTOLITH" LITHOGRAPHIC FILM

Editorials

A PACKAGE is an advertisement, equal in impact and circulation to full color pages in top consumer magazines. This concept of packaging was set forth at the Packaging Institute's annual forum in New York last month. William Banks of The Lord Baltimore Press, carrying the ball for offset lithography in a printing panel discussion, cited a nationally distributed food product as an example. Exposed surfaces of the package total 150 square inches, slightly more than the area of a full page in *Life*. The manufacturer sells 70 million packages a year. This can be called the "circulation" of his advertisement, at point of sale. A full color page in *Life* costs \$29,000 for one issue with a circulation of about 5,400,000. Following this line of reasoning, he pointed out that the food manufacturer's box is equal to a full page once a month, which would have a price tag of about \$350,000 a year.

"This recognition of package space as a valuable advertising medium has largely torpedoed 'sacred cow' thinking about package changes. No longer are merchandisers afraid to redesign. In many cases, they rely on frequent redesign and flexibility to stimulate sales," he declared.

He went on to say that offset lithography can reproduce beautiful color work on folding boxes and labels; it competes successfully with other processes for economy, and generally surpasses other processes in quality.

AND speaking of packages, probably few of us ever stop to wonder how many packages are produced. This question was answered by William C. Stolk, president of American Can Company. More than 300 billion packages of all types are used in America alone each year, he reported. (That's 300,000,000,000)

Needless to say, most of these are processed on presses of one kind or another, and are bulking larger and larger in the offset picture year after year.

Mr. Stolk mentioned research being carried on in many organizations to improve present packaging materials and to find new materials as yet unknown. This work, for the progress of the industry, and for the ultimate benefit of the consumer, will lead to continued expansion and growth, he declared. Fast-growing population, increasing appreciation by the public of the advantages of packaging, the countless new products being announced continually . . . all these factors assure a bright future for this industry, he assured the packaging forum.

P RINTING WEEK is shaping up to be bigger and better than ever, come January 16. Over 100 cities in the United States and Canada will put on observances of one kind or another during that week.

Lithographed and printed publicity is already moving in large quantities to local chairmen and sponsoring groups, and dinners, open houses, tours, displays, and many other functions are being booked. Sparking this big public relations project, as usual, is the International Association of Printing House Craftsmen, and supplies and information are available from the association's offices at 307 E. Fourth St., Cincinnati 2, Ohio.

Lithographers in the past have reaped valuable publicity by arranging tours of their plants, holding open houses, arranging displays of the offset process in their windows or in downtown locations, and by other means. It's worth considering, and there's not much time to lose in getting under way.



Honolulu Lithograph Co. Runs Integrated Plant

HONOLULU Lithograph Co. in the Territory of Hawaii operates a modern lithographing and label plant in the Pacific which measures up admirably with plants on the U. S. mainland. Illustrations on these pages show the plant as it is today.

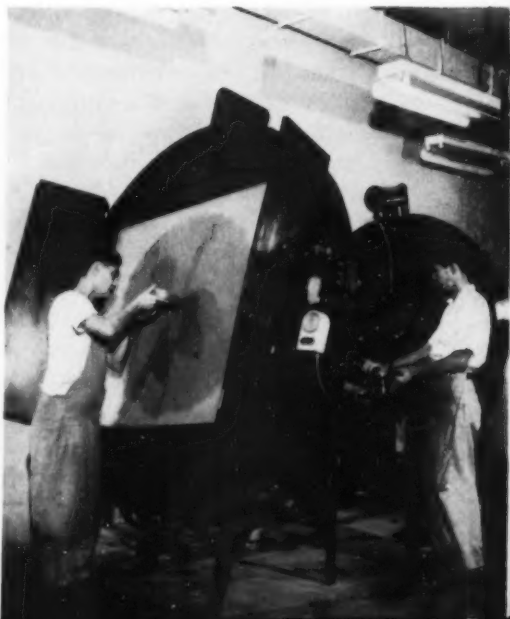
What is said to have been the Islands' first offset press was installed in the plant of the *Honolulu Star-Bulletin* in the early 1920s. This press, a Harris 36 x 48" single-color, completed its first job on February 28, 1924. By 1926 such growth had occurred in the new offset venture that a new building was built at Hotel and Punchbowl Streets, separate from the newspaper's main plant.

In another eight years the building and equipment were inadequate to meet the demands of the fast-growing pineapple industry. The Schmidt Lithograph Co. of San Francisco was invited to join the enterprise, and on February 1, 1935 a new firm was founded, the Honolulu Lithograph

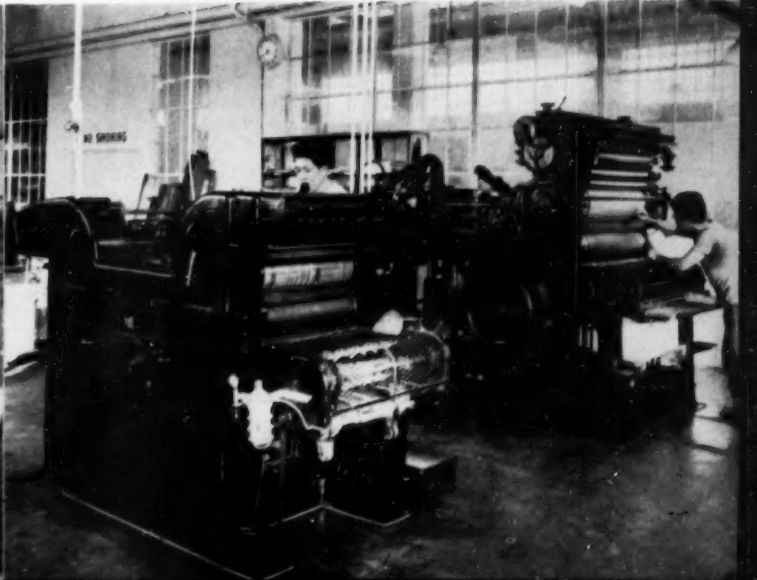
Co. New building space was erected, and five new Harris 54" presses were installed — one single-color and four two-colors. A Christensen bronzer was added as well as a Harris 17 x 22" press.

By 1951 the building had to be enlarged again, and now the company occupies 36,000 square feet of floor area. Offices and platemaking departments are air conditioned.

Paul L. McIlree, vice president, treasurer and general manager, is active head of the firm, and has managed it since 1935. He is a familiar figure at most U. S. conventions of the Lithographers National Assn.★★

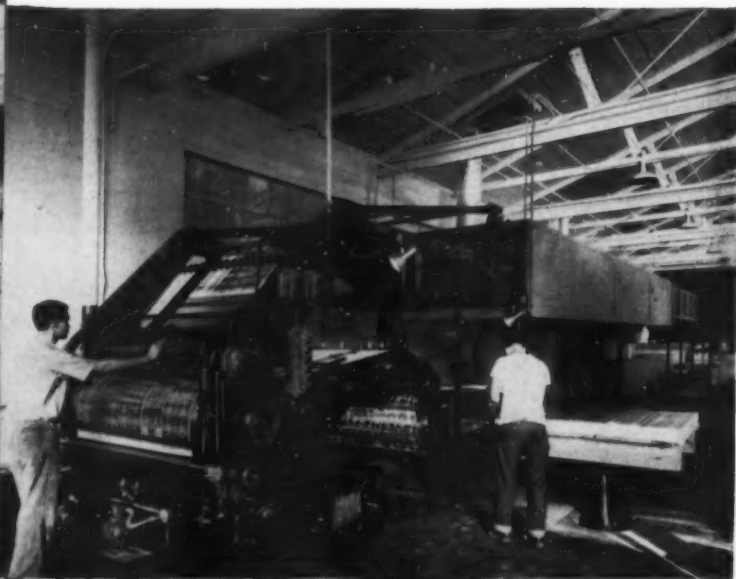


Top, this and opposite page: Two views of the Honolulu plant exterior. Above, right: Paul L. McIlree, vice president, treasurer, and general manager of the big Hawaiian concern. Other pictures on these and the following page show scenes inside the plant.





HONOLULU LITHOGRAPH CO. has brought modern lithographing facilities to the islands. On this and the preceding two pages are scenes inside the plant. The company does its own bronzing, varnishing and plate graining. It is affiliated with Schmidt Lithograph Co. of San Francisco.



Purchasing

Lithographic Supplies, Material and Equipment

By Joseph F. Matlack

Vice President
Edward Stern & Co., Inc.
Philadelphia

A paper given at the annual convention of the
National Association of Photo-Lithographers,
New York, September, 1954.

BEN FAIRLESS, chairman of the Board of United States Steel Corp., says that between 55 and 60¢ of his company's sales dollar is spent by its purchasing department. However, because of the economics of the printing industry, where labor costs run to a higher proportion of total costs than in industry in general, somewhat less than 55¢ of the sales dollar is used for purchasing.

For instance, at Edward Stern we have found that about 40¢ of every dollar taken in goes out over the purchasing agent's signature. This figure excludes major capital expense, such as presses, cameras, and other equipment. The 1953 Ratio Study of the printing industry as a whole reports that 36¢ is spent for materials and/or outside purchases, and about 4¢ more goes for supplies and other incidental costs of the process. Half of Stern's purchases represents paper, 20% binding and finishing, 8% work and design, and 7% covers miscellaneous items and repair parts and services.

Value of Purchasing in Business

A purchasing department buys many items. This specialized knowledge of where to get such things, at a right price, with good value, is an asset for the company. Remember that a dollar saved in what you buy represents *net profit*, and if you carefully analyze your costs, you will find that a dollar saved in careful, intelligent buying will mean the profit on about \$28.00 of sales.

Now, let's examine our purchasing operation, which was recently reorganized to bring it in line with modern management practice.

First, here are the values we see in it beyond the actual dollar savings in each purchase. Our suppliers are happier. We feel we must look to them as a part of our organization. By doing so we have earned a new respect in their eyes for, by centralizing our relation with them in our purchasing department, they realize that they are on our team. Their relations with us are on a clear and objective basis, dependent on a firm policy of dealing openly without sentiment or personality. By putting them on our team we have been able

to gain their aid in getting and holding business in the increasingly competitive printing market. We save money by tighter buying through more competitive bidding. All adjustments of invoices, such as extra charges, overtime and back charges must be taken up with the purchasing agent.

We have stable records of all materials and purchased services. How often does the printer check prices of materials and services bought today with what he paid for similar items last month or last year? Do you secure the maximum advantage of quantity breaks in buying materials for your platemaking, or does your preparation foreman simply order today what he'll need for the next two weeks, without regard for the fact that if he buys a two-month supply he may save as much as 20%. Proper records brought this to light in our own plant.

By placing all price negotiations in the hands of one man you emphasize the direct dollar cost to you of the job being bought. This means that the production man, with whom the buyer works, can concentrate on

planning production and not concern himself about price and schedule. Your buying power is concentrated, and the prices you pay inevitably reflect this.

Elements in Sound Purchasing

Now let's look at what elements there are in setting up a program to buy most effectively.

First, there is one thing which all well-managed companies do regardless of their end product. Their purchasing agent is directly responsible to management. If he reports to the comptroller, the emphasis is on the *cash saved* and not on production. If he reports to the production manager, and can save money on a smarter purchase, he may be overruled because the production manager thinks more in terms of schedule. However, if he is responsible for his actions to top management, he is part of the same team as the treasurer and vice-president in charge of production, and he must consider both money and time.

Second, purchasing must be planned. Each item bought should be analyzed to see if it is the best value for the money. Is there an element in it which is unnecessary? Can the job be folded in 32's instead of 16's and still require the same number of plates? Does the salesman want the top grain cowhide briefcase to build his ego, or can he use the split grain bat at 2/3 the price just as well? Will paper wipers, such as those used in polishing your windshield, absorb ink in press wash-up as well as the expensive wiping towel you rent at 3¢ apiece? These practical questions have all come up in our purchasing program within the past few months, and the right answer to each one has saved us dollars.

Third, your purchasing program must be efficiently administered. Even at best, the purchasing agent labors under a mounting tide of paper work, and the systems he establishes must work with a minimum of red tape. There should be clear authority to requisition materials and supplies. Notification to individuals and departments of each purchase must be automatic and systematic. While

Edward Stern & Co. reports savings of \$19,000 in six months as a result of forming a purchasing department. Here's how it functions, how it saves money.

clerical work must be kept at a minimum, it cannot be eliminated. Without it you depend not on records but on memory and the success of any program must not depend on the memory of an individual.

Fourth, the relationships within your organization must be smooth and harmonious. The purchasing agent is not a gimlet-eyed gent who is eternally suspicious of everyone. Yet he does spend 40% of every dollar you take in, and he seeks the best value for you in each thing he buys. Foremen and department heads must give him accurate specifications and time to do the necessary shopping. He in turn must give prompt, courteous, and efficient service. He does not decide *what* to get, but *how* and *where* to get it.

How We Do It at Stern

There are two philosophies today in purchasing. One is best typified in the old type P.A. who says, "Problems? I haven't any! Every outside salesman must see me, and I'll decide if he has anything of value. If he does, I'll tell the foreman. If he doesn't, he goes out — fast; and if I find out that he talks to one of our salesmen or foremen he won't get another order from me!"

On the other hand, there is the cooperative approach which we use. We don't bar outside salesmen from the plant, nor do we prohibit our people from meeting with suppliers. They get new ideas that way. However, they can't *order* nor promise to order anything. That's the P.A.'s job. He isn't a technical man — he can't make a plate nor operate a press — his job is to buy. He gets a requisition signed by an authorized person and it is his responsibility to

get what is required at the best possible value.

How our purchasing department functions:

Our purchases are broken down into six categories:

- A — Material
- B — Services and Production Items
- C — Small Orders
- D — Maintenance Items
- E — Inventory Items
- F — Paper

On *material* there is a clear requisition for the item giving the exact specifications of the item to be bought. This carries the approval of the necessary people and the P.A. After the requisition is approved, the purchase is made at the best possible price and delivery. Then a five-part snapout purchase order is typed. One copy goes to the receiving department, the second to our cost department, the third is used for followup, the fourth is the purchasing department record card, and the original is signed by the purchasing agent and sent to the supplier. The follow-up copy of the order is held in an open file only until the goods are received. Upon receipt of the material an entry is made on the purchasing department record card. If the invoice agrees with the price on the face of the order, a clerk initials the bill and sends it through for payment. If it doesn't, then the facts are investigated, and the purchasing agent either adjusts the transaction with the supplier, or approves the extras, and the bill is then approved for payment.

On *services and production items*, such as binding and finishing, the P.A. makes out the purchase order and the production planner gets a

copy of this order and carefully checks the specifications against the job ticket. The planner follows the details of the job—sees that it comes in on time and approves the first bound copy. If something goes wrong that may require overtime or extra charges, the production planner reports it to the purchasing agent, who in turn straightens it out with the supplier. In other words, the purchasing agent is a second line of defense. However, he doesn't arbitrarily hand out this type of order, but rather consults with the planner who must concur in his decision as to where the job should be placed. In this way, we emphasize that our company functions as a unit, not as a series of independent agents without coordination. If the planner and purchasing agent can't agree on where a service should be placed, then together they take the matter up with their department head, and the question is resolved.

Small Orders

We place approximately 25 orders a day for black and white engravings, electros, composition and retouching in this *small order* category. The purchasing agent has authorized some key individuals to direct and expedite the purchase of orders under \$100. This enables him to concentrate on the bigger orders where it is possible to save hundreds of dollars by careful negotiation or procurement analysis.

At this point I would like to emphasize that although this buying may be delegated, the *responsibility* for its success still rests with the purchasing agent. In cases of suppliers' mistakes or poor quality, it is the purchasing agent's responsibility to discuss this with the suppliers. This keeps the whole weight of our buying power centralized.

Maintenance

We do two things which, in my mind, are somewhat different from the usual practice of many firms. First, one of the biggest headaches a purchasing department has, is how to buy *maintenance items*. At Stern, we issue a blanket order each month to five key suppliers, and our main-

tenance engineer merely requisitions against these orders, sending a receiving slip to the purchasing department. This cuts out a mass of paper work which can clog up an otherwise smooth-running department.

Inventory Items

Second, we use a travelling requisition for all *inventory items*. Our storekeeper has two cards, an inventory card and a requisition card. When he reaches an order point on a given item, he fills in the requisition card, and sends it to purchasing, who buys the item. This card has three sections, one which lists approved suppliers, their terms, F.O.B. points, and other data; another part which the storekeeper fills out, to requisition the item. On the third section is space for the buyer to enter the order number, date, amount purchased, and the price. Then, the card is returned to the storekeeper, who files it with his inventory card. The next time we buy the same thing, the storekeeper has a complete record of all previous orders on this item and can use his judgment in ordering more, or less, or getting it at a better price. This system also cuts out a lot of duplicate records, and eliminates needless clerical work.

If you will think back to the figures I gave you earlier about how much we buy in the fields of binding, engravings, electros, chemicals and film, you will see that the first place to start is on the items which represent the most money. We work hard on buying those items carefully. Sure, we can save money on buying pencils and erasers, and we do, but it is on the items which represent the biggest return that we work hardest. In many cases, we negotiate prices on jobs before they are estimated, planning the production of the job with the engraver or binder before we submit our bid. In that way we can price the job tighter, and get it.

Paper

I know that I have said little about *paper* buying. Here, we have a full-time man, who does nothing but buy paper. He is responsible for keeping the paper inventory, properly using

stock on hand, buying at the proper quantity to give us the best price break, and for having it in our plant at the right time. Careful management of our paper inventory can save many dollars in a year's time, and we think that is a full time job.

Equipment Purchases

Our engineering department, after careful study in conjunction with the plant heads makes its recommendations to top management concerning purchases of equipment.

At Stern we feel that we have a fine reputation, and we think that we are a progressive plant. We think we are one of the leaders in graphic arts research—operating our own fine research department. We are one of the pioneers of aquatone, and the only plant to continue its use. Stern was one of the first companies to set up a joint plant management committee; the first Philadelphia plant to guarantee its plant personnel stable annual employment; one of the leaders in trade and labor relations work; perhaps the first *large* printing plant to set up a new salesmen's compensation plan in which *no* salesman is on commission. (See ML, October, page 46).

Yes, 84 years of experience and a reputation of being progressive. But here is a little secret—it took us 83 years to find out we needed a purchasing department. Our purchasing department has been operating now just slightly over 1 year and we have already seen some astonishing results.

At our last annual sales meeting, held September 16, a department head announced that our purchasing department showed a savings of \$19,000 for the first six periods of 1954—\$19,000, and the Purchasing Department has not as yet taken over the purchase of paper and ink which is 56% of our buying dollar.

If every Tom, Dick and Harry has been doing your purchasing, and you feel that you can't afford to hire a *full time* purchasing agent, review your thinking, and profit by our short experience. You can't afford not to have a full time purchasing agent.★★

LITHOGRAPHIC COSTS

By Saul L. Blackman Treas., Brett Lithographing Co.*

MANY will recall that three years ago, in a talk at NAPL, I stated that although lithography progressed technologically during that past decade, little thought and effort were made by some lithographers to improve their estimating procedures through a better understanding of their hourly costs and production standards. Unless hourly costs reflect increases in wage rates and rises in material costs, they are worse than useless. They are sure to prove disastrous if continued in use in estimating work, with jobs being accepted at those costs.

Direct labor, which is the major cost in all of the operating centers or departments of a lithographic plant, increased throughout the country during that period — 1941 to 1951 — and specifically in the New York metropolitan area. I pointed out that the percentage of increase of direct labor cost, which included all the fringe benefits, for a 1st pressman on a 4-color offset press over 64", was 101.8% to 114.3% for a pressman running a 1-color press over 64". Similarly, a press operator on a 2-color press over 64", received an increase of 148.3% to 177.6% for an operator on a 1-color press up to 30" in size. For a press tender on a 2-color press, the increase amounted to 160%, and on a single color press, it amounted to 169.1%.

The cost of supplies also jumped tremendously during that decade, from an increase of 20% for gum arabic solution to 181% for anhydrous alcohol.

With these startling facts and figures, we had hoped that lithographers would give serious thought to this vital matter and get their plants in order, and we like to believe that some did.

We all know that a lithographic plant has two things to sell. These are production time — which is very important, because no matter how efficiently you operate your shop, any great degree of unused time will cause you considerable financial distress, and secondly, a lithographic plant must sell and recoup from customers, labor, material and overhead. Your shop has its regular staff of employees, it has an inventory of materials, and it has its fixed charges — its overhead expenses. All of these must be sold.

When you estimate a job, you are selling the production time, labor, materials and overhead through the medium of the estimate which you prepare. The estimate will stand or fall, not only on the skill of the estimator, but on the application of the *correct hourly cost rates* and production standards. Hourly cost rates, as you all know, include such direct costs as depreciation of equipment, rent, fire insurance, repairs and maintenance of equipment, light, heat and power, supplies, wages of direct labor employees, supervisory wages, social security and unemployment insurance taxes, cost of welfare plan, workmen's compensation insurance, etc.

* Before the annual convention of the National Assn. of Photo-Lithographers, New York, September, 1954.

YESTERDAY

TODAY

TOMORROW

This is in addition to a share of any indirect costs, such as general factory expenses, administrative and selling overhead, etc. I, therefore, cannot stress too strongly, the importance of having your hourly cost rates re-examined periodically, that is, every 6 months, or at least each year, to show actual conditions as they exist.

Let us take a look at what has happened to labor and supply costs since September, 1951. We know that wages have been adjusted upward, as well as the number of paid holidays and paid vacation days. Contributions for welfare benefits have increased all over the country since I made my last comparison in September, 1951. Of course, the increases were not as marked or pronounced as during the 1941-1951 period, but additional costs, nevertheless, have to be considered in setting up your hourly cost rates.

To be specific, in the New York metropolitan area (Local #1), wages have increased \$5.85 per week across the board since September, 1951. This was brought about mainly by four periodic adjustments under the cost of living plan in the labor contract. Since May 1st of this year, under the new contract, welfare benefits increased from \$2.50 to \$4.50 per week per employee, with the exception of female finishing department help, where the contribution was increased from \$2.15 to \$3.90 per week per employee. These increases, based on the average weekly wage of approximately \$100.00, in this local,

represent an increase in direct labor cost of 7.85% since September, 1951.

On the other hand, the cost of supplies, both direct and indirect, has remained fairly constant since 1951. There have been no increases in such supplies as photographic film, molleton, wiping rags, rubber blankets and cost of recovering composition rubber rollers, plate making lacquers, etc.

Price control regulations, which were in effect until February 13, 1953, were mainly responsible for this, and since the demise of these regulations, prices have remained constant, and in some instances have been cut because of the desire of many companies to reduce their inventories. However, certain supplies have gone up in price since September, 1951, and just to name a few —

Aluminum Press Plates	increased 9.2%
Graining Sand (Flint Quartz)	from .0325 to .0375 lb., an increase of 15%
Hyporice	from 4.75 Cwt. to 5.35 Cwt., a 12.6% increase
Gum Arabic, Granulated Grain #3	increased 11.9%
Case & Skid Steel Strapping	increased 17.1%
Hydrochloric Acid Tech. 30%	increased 19.0%
Zinc Chloride Tech.	increased 7.5%
Calcium Chloride Tech. Flake	increased 27.0%
Potassium Bromide USP	increased 3.9%
Ammonium Dichromate Photo	increased 29.1%

Have you adjusted your hourly cost rates to reflect these increased costs, or have you made a few "rule-of-thumb" changes and continued on, hoping that you were right? Actually, you may be gradually liquidating your business by such an operation. If your rates are too high, you may be losing business which you could ill afford to do. On the other hand, if the rates are set too low, you may be attracting too many difficult and unprofitable jobs, which eventually will lead to dire financial difficulties. This could very easily happen with some lithographers who have a regular

price scale for producing certain quantities of sheets or cards of a given size at a fixed price per plate, and printing at a set price per thousand impressions. Unless the scale of prices reflects adjustments in his budgeted hourly cost rates for fluctuations in cost of direct or indirect supplies, labor, etc., he is heading for trouble.

Recently a survey of lithographic profits was made throughout the country by the Lithographers National Assn. with the cooperation of NAPL, for the years 1950-51-52-53. It included plants with net sales under \$500,000, as well as plants with net sales of \$5,000,000 and over. The results of the survey were as follows:

	1950	1951	1952	1953
before taxes	6.9%	6.3%	6.4%	6.5%
Net profit after taxes	4.5%	3.4%	3.5%	3.5%

Here again, with a low net profit of 3.5%, it does not allow too much margin for error or laxity on the part of the lithographer. Silently attesting to this, is the Dun & Bradstreet failure record which includes lithographers involved in court proceedings or voluntary action, which usually ends in loss to creditors. For the years 1951-1952-1953, there were a total of 42 failures with liabilities of \$2,991,000. Of course, we have no way of ascertaining the total number of lithographers who discontinued business with outside obligations paid in full, however the figures above are alarming, to say the least.

Future Costs

And now, what does tomorrow hold for lithographers? Prognostication is not my forte; however, we do know one thing, labor costs are going up again all over the country, through the shorter work week. Locally, on July 1st, 1955, the hours change from 36¼ to 35 per week, which means an increase in direct labor cost of 3.57%. In other areas the 35 hour work week will start sooner or later than in New York, depending on when their new contracts take effect. In Chicago, for instance, the 35 hour work week will commence on January 1st, 1955 — in the Kansas City, Minneapolis and St. Paul areas —

April 1st. Others are shown below.

Rochester, N. Y., April 30th, 1955
Ashland, Ohio, May 1st, 1955
Indianapolis, May 5th, 1955
Providence, June 1st, 1955
San Francisco, September 1st, 1955
Boston, October 3rd, 1955
Wilmington, November 1st, 1955
Los Angeles, January 1st, 1956
Portland, Oregon, February 1st, 1956
Cincinnati & Detroit, March 1st, 1956
Cleveland & Pittsburgh, April 1st, 1956
Scranton, June 12th, 1956
Racine, July 1st, 1956

Supply Outlook

Regarding supplies, both direct and indirect, it is hardly conceivable that the cost will fluctuate too violently. Some people talk about a return to "normal." Gentlemen, "normal" in its pre-war sense is gone forever. The road back to the thirties is closed. Economists keep talking about "unparalleled expansion" with lots more boom coming. U.S. manufacturers intend to expand capacity by about 4%, although they expect sales to decline an average of 2% this year, indicating they do expect better business later on. This I believe, also speaks well for the lithographic trade. However, the individual lithographic plant can best make its own long-range estimate of future business, having a better knowledge of its customers and its own specialized business.

In conclusion, I would like to reiterate that although the statistics are incomplete as to the reasons for the large number of failures in our business, we must assume that management is largely responsible. Intelligent, progressive management will not attempt to run its business without a budget that it can use as a yardstick. Above all, know your true costs — do not use rates that have not been judiciously re-examined and adjusted for increased costs of labor and supplies for two years or more. Do not use your competitors' prices or adjust your own rates by "rule-of-thumb" methods. And be sure that the percentage you add to your cost for overhead is proper and sufficient.

This was my advice to you yesterday, and if you will do something about it today, I am certain that it will show up favorably in your financial statements tomorrow.★★

Standardization of Controls:

Industry Moves Toward Greater

A SUBSTANTIAL start has been made on the problem of reducing pressroom accidents stemming from confusion in the use of press control buttons and signaling devices, it was announced at the annual meeting of the National Safety Council's printing and publishing section in Chicago, Oct. 18.

After lengthy and intensive study, a safety code covering standardization of all phases of signaling and controls on presses has been drafted, the section's chairman, Peter J. Bernard, made known during the 42nd National Safety Congress.

This code, he said, has been approved by the Safety Council and by the Research and Engineering Council of the Graphic Arts which co-operated on the project. It now goes to the American Standards Association for its approval and promulgation. This final action is expected early in 1955, Mr. Bernard said.

In the detailed discussion of the new code during the section's first day meeting, G. W. Heuman, of General Electric Co.'s industrial controls department, said the standardization project had been undertaken in view of the evidence of extreme hazards to those working around printing presses.

Presses for publication work and for commercial printing were consid-

ered separately. Examination of push buttons in use, he said, showed a singular lack of uniformity, not only in outward appearance but in arrangement, designations and colors of buttons.

"No wonder," Mr. Heuman exclaimed, "that pressmen entering an unfamiliar pressroom have difficulty adjusting themselves to the unfamiliar control stations, with the resulting danger of committing errors in press operations, thereby endangering fellow workers."

To provide the greater uniformity deemed desirable, standards were developed, he continued, for (1) button designations; (2) shape of stations; (3) arrangement of stations; (4) color marking of buttons. Under the new code system all signals will mean the same wherever found, he stated.

Details of the standardization code for application to publication-type presses were elaborated on by M. L. Priban, chief engineer, Cline Electric Mfg. Co., Chicago, while W. H. Rouse, assistant engineering supervisor, Cutler-Hammer, Inc., Milwaukee, Wis., explained the new code for commercial press controls.

The term "commercial press," Mr. Rouse explained, applies to sheet-fed, flatbed and offset presses, as made by such firms as A.T.F., Harris, Miehle, Miller, Cottrell and others, and to small web-fed equipment used by

packaging, business form and specialty printers, etc.

Analysis of pressroom accidents, he went on, showed that the vast majority occurred around commercial type presses. Further breakdown revealed that about one-third of the accidents involved the absence of a signal; half involved non-use of safe-latches and most of the rest involved operation of the wrong button.

While publication presses have commonly utilized warning signals and buttons, it is only rarely, he declared, that commercial equipment has been provided with signals and buttons to an equal degree.

The committee which formulated the code, Mr. Rouse said, believes that no reasons now exist for a pressman to become confused when moving from a press equipped with one make of push button controls to another of a different make, provided the equipment on both complies with the new code.

"The effectiveness of the code," Mr. Rouse concluded, "will be in proportion to its acceptance, and we are all interested in seeing it become effective. At least one press manufacturer already is supplying, as standard, electrical equipment complying with the code.

"Users can encourage greater acceptance by specifying that new presses must have electrical push but-

Pressroom Safety

By H. H. Slawson

Chicago Correspondent

tion equipment that complies with the code. Where local power companies are changing the power supply from DC to AC, you can specify compliance with the code on the new electrical equipment you will have to buy. Where you already have equipment that you expect to keep in use for an appreciable time, it will, in general, be possible to make inexpensive modifications to bring this equipment into compliance with the code."

At the section's second day session Arthur Brooks, director of technical and educational services for the Graphic Arts Association of Illinois, discussed the topic "Building Safety Into Your New or Remodeled Printing Plant." In preparing his talk, he related, he examined the published literature and found 56 articles on new plant layout to conform to modern ideas. Nowhere, however, he said, did he find even one word on how accidents might be prevented in the new plant by building safety into it while it is under construction.

"I did find reference in two articles to the matter of fire protection," he said, "but not one of those 56 articles even suggested making a place for hanging a first aid kit."

It's high time, Mr. Brooks declared, for printing plant safety engineers to "insert ourselves into the management planning when new plants are under consideration. Management

would do well to invite safety minded men to make suggestions. No better productive activity and effort lies ahead of this printing and publishing section of the National Safety Council, than to encourage management to build accident preventing features into their new plants."

Mr. Brooks spoke in place of Olin Freedman, Chicago consultant on printing management, who had been originally assigned to this subject but was unable to appear.

In a talk on "Maintenance and Operating Tips for Printing Presses," Carl O. Siebke, chief engineer, Miller Printing Machinery Co., Pittsburgh, Pa., spoke of "wrench-happy" pressmen who are "so often tempted to make changes in delicate adjustment that should not be touched."

Eventually, he said, the manufacturer's service man has to come around and is obliged to go over the entire press, adjusting everything all over again, just because the pressman tried to fix something and did it wrong.

"Don't attempt to adjust anything beyond those specified and explained in the manual," said, "Leave the rest alone."

"Break a press in gradually," was another of his tips on proper operation of a press. Motorists will warm an auto engine up gradually before applying the full load, he said, and

this applies with equal force to printing presses.

"A clean machine will last longer than one that is neglected," he said in further discussing preventive maintenance. "Proper lubrication," he also suggested, "is the most important step" for making a press last longer. When the press is discarded for another, he concluded, the way it has been handled through the years will determine whether it gets a good resale price or just its value as scrap.

Eastman Kodak Co.'s new safety devices for preventing accidents on their guillotine cutters were discussed by Lloyd Werth, engineer in the paper finishing division, and Allen L. Cobb, safety director. After sensitized photographic coatings have been applied to paper and film, it was explained, the cutting of these products to commercial sizes has to be done in total darkness.

Various safety devices have been tried out and the company finally designed its own pneumatically-operated protective equipment for the cutters, which was described by the two speakers. When accidents do occur now, it was said, it is almost always due to the human factor. In one case cited, the operator failed to remove certain bolts in the right sequence, as instructed, and the result was a cutter blade twisted into the shape of the letter "S."

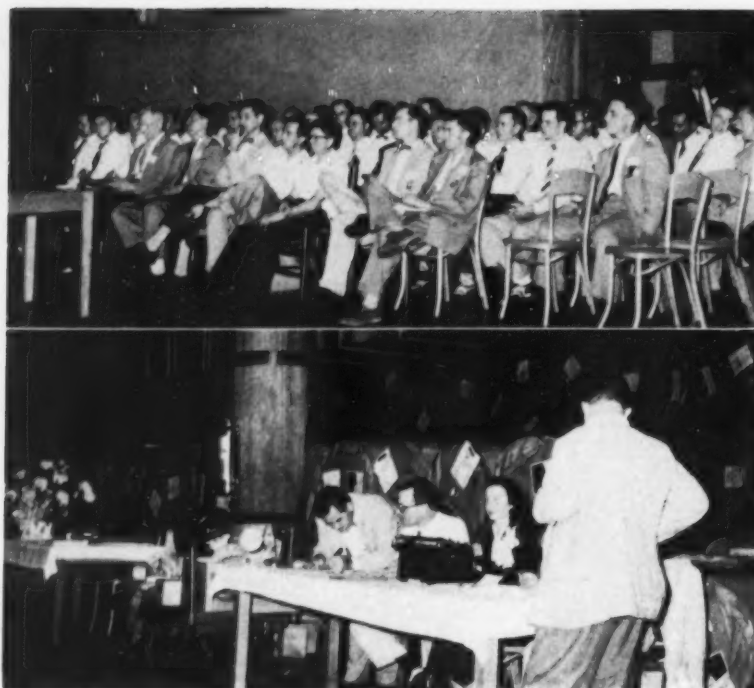
Eastman will furnish construction drawings for this new pneumatic control apparatus, Mr. Werth stated, but cannot furnish installation service.

All incumbent officers of the printing and publishing section were re-elected for a second term at the Chicago meeting. They are: general chairman — Peter J. Bernard, director, personnel and safety, H. Wolff Book Mfg. Co., New York; vice chairman — Miss Lillian Stemp, printing industry consultant, Whiting, Ind.; secretary — Wm. S. Block, Meredith Publ. Co., Des Moines.

Among activities of the section this year was the preparation of a series of 12 posters dealing with printing plant hazards and how to avoid them. The first set of these, fresh from the printer, was exhibited at the meeting.★★

Top: Portion of the crowd of more than 300 attending the technical forum in Nashville. Original seating arrangements for 250 had to be expanded. In the second row, extreme right, is Seawall Brandau, forum chairman.

Lower: Reception desk of the forum, against a background of roll stock in the store room of Parthenon Press, Nashville, where TV demonstrations were viewed. John Yokely, Yokely Printing Co., was in charge of registrations.



Over 300 at Nashville Forum

THE LTF Southern Technical Forum, held in Nashville, October 1 and 2 and attended by more than 300, surpassed the five others already held by the Lithographic Technical Foundation in at least one particular. With lithographers coming from 16 southern and central states and representing about 100 different plants, it represented the largest area yet covered in one of these events, according to a member of the LTF staff.

The forum opened with a demonstration set up in the Parthenon Press (Methodist Publishing House) offset plate room, utilizing with complete success a closed circuit telecast by the mobile unit of WSM-TV.

The telecast was viewed through 14 TV sets located in a section of the Parthenon Press stock room in the basement. This demonstration session, originally scheduled to last 4½ hours, did not end until nearly 7 p.m., with all the spectators remaining before the sets for the entire time except for an occasional time out for a Coca Cola. R. G. Graham, director of manufacturing for the Methodist Publishing House, served as host for this session.

On Saturday morning the forum moved to the Hermitage Hotel and from 9 to 5, except for lunch and coffee breaks, the group, predominantly young men, engaged in a series of open discussions at which ques-

tions developed during the demonstration the day before were answered by LTF staff members. Of the seven LTF men usually making these forums, all were in Nashville except James K. Martin, chemist.

Local sponsors of the forum were the Printing Industry of Nashville with a special committee of which Seawall Brandau, of Brandau-Craig-Dickerson Co., was general chairman. Much of the work was done by Bill Boles, executive secretary of the Printing Industry of Nashville.

The forum was of particular value to the Southern School of Printing, Nashville, with 18 students in the offset department of the school attending in a body.

PHOTOGRAPHIC

Clinic

By Herbert P. Paschel

Graphic Arts Consultant

Q: What is "lens flare" and how does it affect the quality of line, halftone and continuous-tone negatives?—J. C. Newark, N. J.

A: Flare in a process lens is a condition in which light rays deviate from the desired optical path. Ideally, a point of light reflected from the copy should reach the exact same point in the image area. When this does not occur, and the lens is otherwise optically correct, such misdirection of the light rays usually can be attributed to "flare". In its travel into and through the lens elements, a ray of light passes from air into glass and back into air a number of times, depending on the number of lens elements involved. At each point of transfer from one medium into another a possibility exists for part of the ray to be deviated and ultimately reach a point in the image not related to its point of origin in the copy. Flare may be an inherent defect of the lens; it is in fact present in all lenses to some degree. Modern lenses are coated with a special film which minimizes this defect to an extent where it is negligible. Flare also is caused and aggravated by dirty and scratched lens surfaces.

The effect of flare in photographic images is varied. In the case of line negatives it tends to lower the contrast attainable and distorts and fills-in fine detail. In halftone work with ruled screens it has the opposite effect — it increases contrast and is often the direct cause for obliteration of fine highlight detail and tone

This is the first of a series of "Photographic Clinics," consisting of questions and answers covering all phases of photography for lithographic reproduction. Mr. Paschel is a well-known consultant and contributor to this magazine. Subscribers should send questions to

Herbert P. Paschel
c/o Modern Lithography
175 Fifth Avenue
New York 10, N. Y.

separation. With continuous-tone negatives flare can affect and distort values of both highlights and shadows. In all cases flare is responsible for inferior image quality. Flare is particularly troublesome since the degree of flare increases as the lens aperture is decreased. This makes flare a variable and unpredictable condition throughout the normal range of camera settings. Excessive copyboard reflections and other extraneous light reaching the lens are also contributors to flare effects.

Q: We operate several cameras and notice that we cannot obtain the same degree of negative quality on every camera. What is this due to and how can we correct the condition?—A. W. J. Chicago, Ill., U.S.A.

A: Assuming that all other conditions are equal, (type of film used, characteristics of copy, exposure, composition and temperature of developer, rate of development agitation, strength and spectral quality of arc-lamps, etc.), this condition might be due to a difference in the degree of lens flare (see previous question and answer). It might also be due

to an inherent difference in the transmission of the lenses involved due to aging and discoloration of the cement between the lens elements. Further transmission differences may be due to the fact that the *f*: values of lenses are only relative and not absolute and thus, despite the same lens settings, the amount of light transmitted by the different lenses varies. To establish whether or not the lenses are at fault, conduct practical tests by switching lenses from one camera to another. If the typical result is obtained with a lens, regardless of the camera it was made on, this is conclusive evidence of the inherent performance of that lens. If the lenses are at fault, the only solution is to replace them with optics of satisfactory quality. In so doing, provide each camera with a lens whose performance matches that of the others. If the lenses are not at fault then there must be some variation in the physical factors, or operations, between the several cameras.

Q: Can contact screens be used for making "direct" halftone separation negatives?—H. S. T., Toronto, Canada.

A: The answer depends upon what type of contact screen you mean. The Kodak Magenta screen, because of the color of the screen elements, is unsuitable for that purpose. Contact screens whose elements are neutral, or non-selective in their absorption, can be successfully em-

ployed for direct halftone separations. In fact, the recently introduced Kodak Gray Contact Screen was designed specifically for the application.

Q: We recently have experienced considerable trouble in holding highlight dot density when etching halftone positives. We feel nothing has been changed in our operations to cause this sudden lack of etching quality. Can you suggest any possible causes?—W. J. C., New York, N. Y.

A: Without additional facts any suggestion would be mere guesswork. However, you might investigate if the camera department has changed the concentration or composition of the fixing bath (hypo), or has switched over to the prepared "rapid" fixing bath. In several instances it has been found that prolonged fixation in extremely energetic fixing solutions has reduced the etching quality of halftone images.

Fixing baths are normally thought of as dissolving only the undeveloped silver salts and not affecting the silver image. Actually, a fixing bath has a dissolving action on the silver image also. If left in an ordinary fixing bath for a sufficient length of time a silver image will eventually be completely dissolved. With rapid fixers the time element between clearing the negative and attacking the image is considerably less. When using rapid fixers the negative should be treated in the bath for no more time than that suggested by the manufacturer, followed by thorough washing. In the cases cited, the undesirable effects were eliminated by reducing fixation time plus adequate washing. This in itself does not conclusively prove that the fixing bath was to blame particularly since inadequate washing after fixation can cause etching difficulties.

Poor etching quality of a halftone dot can be attributed to many factors acting separately or in combination. Basically, it has to do with the structure of the silver image, influenced by one or more of the following; 1) an inherent condition of the photographic emulsion, 2) halftone technique (screen distance, exposure, etc.), 3) developer and development, 4) composition and condition of the fixing bath, 5) fixation time, 6)

temperature of the processing solutions, 7) washing, 8) drying conditions. The problem is extremely

complex and, as the question did not provide enough facts, a more specific answer could not be given.★★

Printing Week To Be Bigger Than Ever in '55

MORE than 100 cities will conduct International Printing Week activities throughout Canada and the United States during the month of January 1955. The January 16-22 Printing Week dates are already booked solid in the larger cities, making necessary the scheduling of additional meeting dates throughout all of January.

With local Printing House Craftsmen's clubs leading the way, hundreds of trade groups, newspaper publishers, libraries, educational institutions, radio and television stations, and many others have announced sponsorship of local Printing Week activities and plans are completed in many areas for the most active Printing Week celebration in history.

A new International Printing Week Directory carrying listings of the personnel of all local and International Printing Week committees was published November 1st, and copies of the directory may be obtained free from Floyd C. Larson, chairman of the International Printing Week Committee and director of the U. S. Navy Printing Office, Great Lakes, Illinois.

The 1955 Printing Week Kit was to be distributed free to all local Printing Week committee chairmen during the last week in October. The kit will also be supplied by Mr. Larson to newspaper publishers, libraries, educational institutions, etc., as long as the limited supply is available. Only one copy of the kit is available to local committees this year because of the heavy demand.

The Printing Week kit contains samples of material used by all local Printing Week committees in the 1954 observance in addition to a supply of 1955 posters, stamps, and planning aids and suggestions de-

signed to assist 1955 committee personnel in their efforts. Special mailings will also be made in November of Kit material which cannot be readied in time for the initial mailing.

The "1955 International Printing Week Bulletin" is now in its fourteenth issue with a mailing list of over 300. The "Bulletin" is available free from Mr. Larson's office. It is published every two weeks and carries news of the latest developments in 1955 Printing Week activities along with suggestions and planning aids for local Printing Week committee personnel.

Shipment of thousands of copies of the official 1955 black and silver Printing Week poster and the 1955 Printing Week Objectives poster to local committee chairmen was begun the first of October. Supplies of the posters will be available from the offices of the International Association of Printing House Craftsmen, Inc., 307 East Fourth St., Cincinnati 2, Ohio.

The American Type Founders has already shipped free to persons requesting them a supply of the Adcut of the official 1955 Printing Week Stamp. The Adcut is 84 points and is used widely by local committees for printing stamps to be supplied to graphic arts firms and others for use on all outgoing mail. The Adcut of the Stamp is also inserted in graphic arts advertising and is used throughout trade journals during these months preceding the 1955 Printing Week dates.

The new speakers' bureau operated by the International Printing Week Committee has completed speaker bookings in cities coast to coast in the past sixty days with even more requests for speakers remaining to be filled. Bookings for speakers are

(Continued on Page 117)

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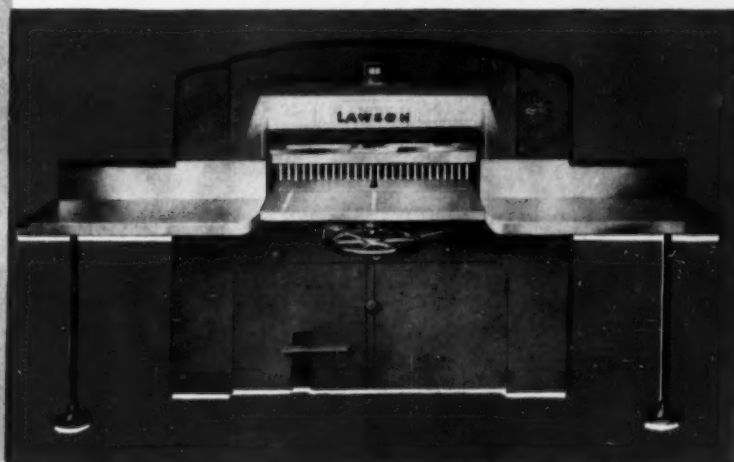
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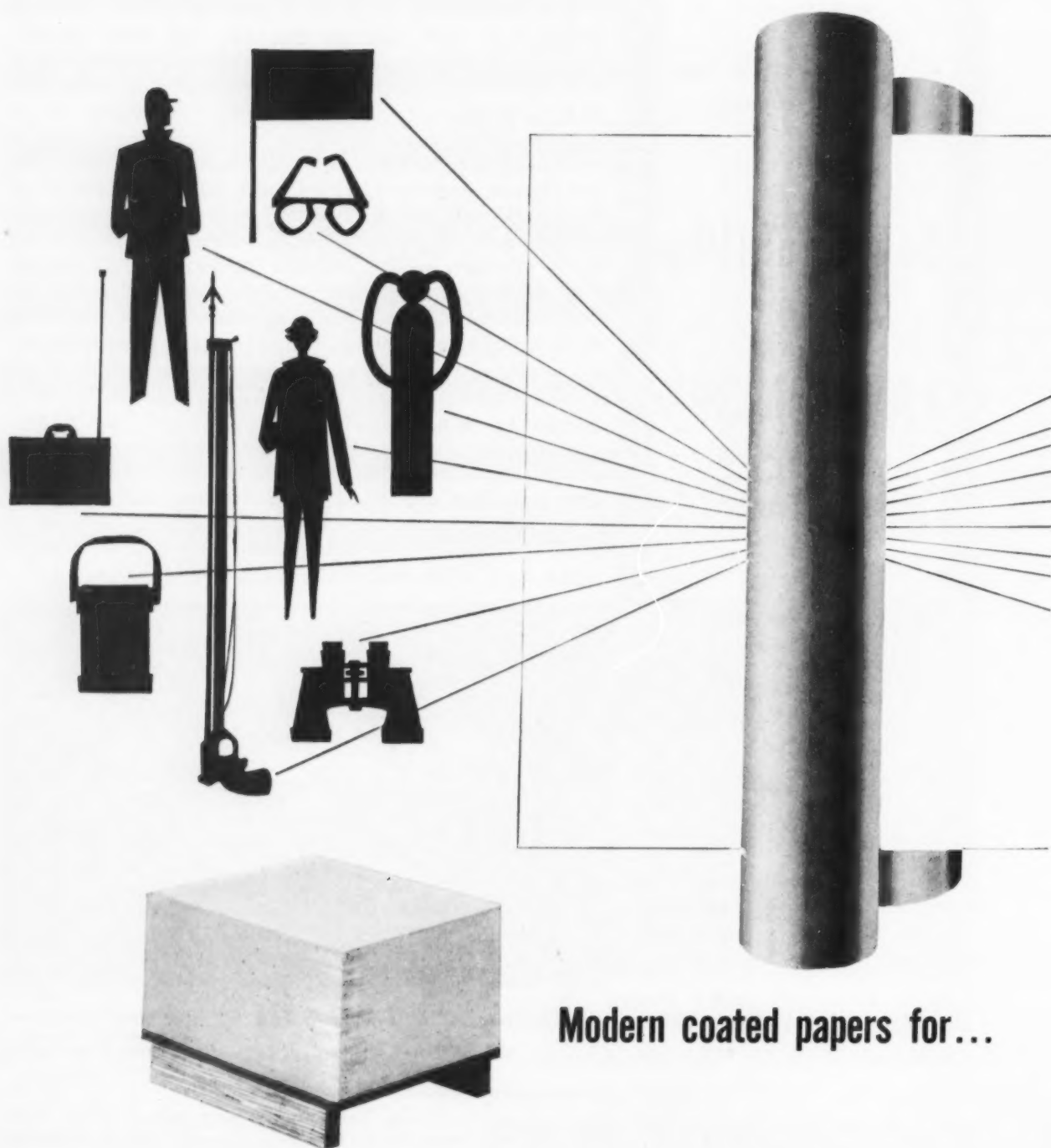


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Modern Letterpress: Hifect Enamel, Crandon Enamel, Trufect Coated Book, Multifect Coated Book.

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Klimsch

COMMODORE



Camera size	32" x 32"	40" x 40"
Circular screens, max. dia.	40" Ø	51" Ø
Copy holder	42" x 60"	42" x 60"
Max. size of transparencies	35" x 50"	35" x 50"
Lenses (Standard)	24" 19" & 32"	19" & 32"
Total range of reproduction		
enlargement	3:1	4:1
reduction	1:6	1:8
Range of automatic focusing		
enlargement	2:1	2:1
reduction	1:6	1:4

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This new model tops the KLIMSCH line of modern process cameras. The KLIMSCH COMMODORE is specifically designed for large size work and for progressive shops which have to combine superior quality with speed and economy. The camera offers best accessibility to all control elements from inside and outside of the darkroom. It has true automatic focusing. It is adapted for quick work with small size film. For shooting normal and reversed negatives it can be equipped with the KLIMSCH double reversing mirror system. The lens holder has built-in anti-flare curtains. 2 different screens can be stored and inserted at will. Thus the new large size camera meets all requirements for universal use without sacrificing fast and easy operation. The KLIMSCH COMMODORE camera incorporates in highest perfection all advantages and the experience resulting from dealings with customers all over the world for more than 50 years.

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Better, more profitable printing from the widest line of presses . . .

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See other side for more advantages . . .

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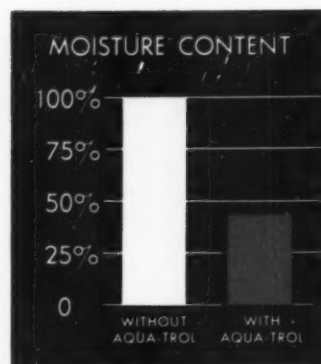
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*The answer to all
press problems due to
ink and water balance*



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Every pressman knows that *some* water from a plate surface will be transferred into the inking system. He also knows the *amount* of moisture will be largely dependent upon *his ability* to maintain a good balance between water and ink and that consistent good quality will demand his constant attention. Aqua-Trol relieves this critical problem by simply removing excess moisture from the ink at the proper place in the inking system with a controlled method of evaporation.

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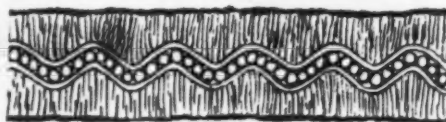
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Photo-Composing

8. Room Layout

By Charles W. Latham

A PROPERLY laid-out platemaking and photo-composing room is extremely important. It saves work, steps, time, and reduces mistakes. It is a pleasure to work in a well equipped room that is laid out for efficiency in every respect.

It is, of course, possible to make plates in a room equipped with a whirler, a printing frame, one sink and one table. The efficiency of such a room is very low. No flow chart of any value can be devised and if the platemaker needs a helper, it is just impossible to use one to advantage.

It is assumed that when a plant reaches the stage of installing a photo-composing machine it is interested in making more and better plates than formerly. This is the time to streamline the platemaking department and put it on an efficient basis. This requires only one more sink and one more table in units of equipment or stations, but these two units make all the difference between an amateur and a professional set-up.

The room pictured in Fig. 46 has two sinks and two tables. It has a whirler and a printing frame. The photo-composing room is separate from the other operations so that it can be made dark and can be air-conditioned more easily. It is however, close to the other platemaking equipment.

In this diagram the Rutherford machine is shown with its back to the door so that plates do not have to be carried too far. If two Rutherford machines are required they may be placed back to back about 8 feet apart. The backs may be lowered

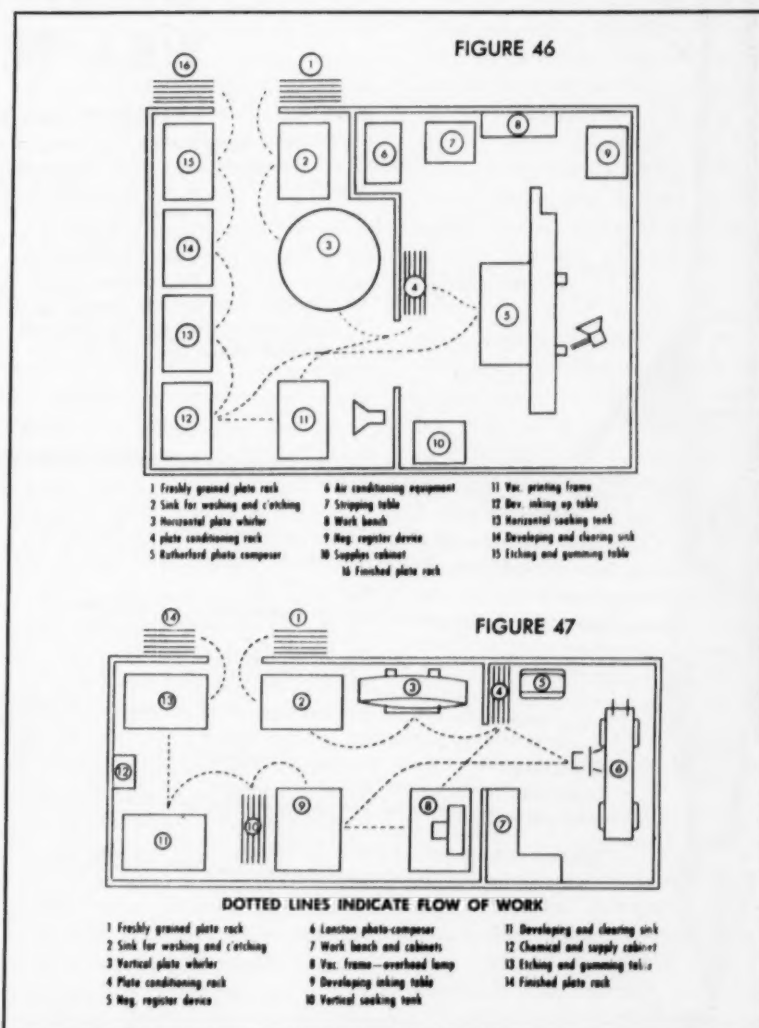
only one at a time, but this plan has been found entirely practical as well as space saving.

Besides equipment and working space a good layout will provide plenty of storage space. There are always rags, wipers, bottles, gradu-

ates, spare equipment, and chemicals to be stored. These things must be conveniently at hand. In designing a plateroom layout, a study of a modern kitchen is a great help. Kitchen-type steel wall cabinets are excellent for storage and convenience. A floor cabinet, work top and wall cabinet at the end of the room is used for storing unmixed and dry chemicals as well as providing a place to mix them.

The sinks and tables should be large enough and have shelves in back of them on which to put bowls and bottles. Waste cans should be provided for dirty rags and paper wipes. There should be racks for storing fresh plates and finished plates. There should also be a con-

(Continued on Page 115)



*Mountain
Person
Country
Dear*

THE MOST IMPORTANT NAME ON THIS PAGE ! WILL BE YOURS !

(when you put it there)

You'll be surprised what will happen when you do! It will start in motion, in your behalf, all the machinery of the fastest moving association in the graphic arts.

Here's just a few of the things you'll get:

- Service on cost accounting based on specific costs in your plant.
- Labor relations information and help.
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Plus many other services geared to your plant needs.

Yes, the entire staff of this association is ready to go to work for you when you sign the coupon below and mail it.

NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS
317 West 45th Street, New York 36, N. Y.

1954

I hereby make application for enrollment as an Active (Associate) Member in the National Association of Photo-Lithographers, and I accept, agree to abide by its by-laws and support its objects and interests as far as our time and ability will permit.

I enclose herewith \$..... as our first year's dues.

ANNUAL DUES FOR THE PRESS EQUIPMENT IN OUR PLANT IS AS FOLLOWS:

No. of Presses	ACTIVE MEMBERS (Those who operate equipment)		
	Presses smaller than 17"x22" (Minimum Dues \$37.50 per year).....	\$20.00 per press per year	\$
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	Presses larger than 35"x45".....	\$47.00 per press per year	\$
	MINIMUM DUES, \$37.50 per year. Maximum Dues, \$450.00 per year.		
	ASSOCIATE MEMBERS		\$
	Equipment and Supply Dealers and Manufacturers, \$125.00 per year		\$
	Total Annual Dues		\$

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Impact of Package Likened to National Color Advertising

MORE and more business men are coming to realize that the exposed surfaces of retail cartons are a medium for the circulation of an advertising message comparable to the pages of big consumer magazines, according to William B. Banks, assistant to the executive vice president of The Lord Baltimore Press, Baltimore, producers of quality cartons and labels. He addressed the Packaging Institute forum at the Roosevelt Hotel in New York, October 25-27.

The package for one nationally distributed food product, cited by Mr. Banks as an example, has an exposed surface of about 150 square inches, which he compared to 147 square inches, the approximate area of a *Life* magazine page. The maker of this product sells about 70,000,000 packages each year, he said, and likened this distribution to a guaranteed circulation of at least that number.

Pointing out that a full color page in *Life* costs about \$29,000 and that this magazine has a net circulation of around 5,400,000 copies per issue, Mr. Banks asked "if it were an oversimplification to say that the space on the food product box is equivalent to a full page every month in *Life* and has a value of at least \$350,000 a year?"

"This recognition of package space as valuable advertising media," he continued, "has largely torpedoed 'sacred cow' thinking about package changes. No longer are merchandis-

ers afraid to redesign. In many cases, they rely on frequent redesign and flexibility to stimulate sales."

Recognition of the rich advertising value of retail packages is leading many companies to seek out the best design and advertising talent in creating new packages and in preparing the advertising message placed on them. Realization of the important advertising function of consumer packages has also centered attention on the best method of reproduction to use on the package, the speaker declared.

His own company, he pointed out, reproduces the art work on packages by letterpress, rotogravure and lithography. For lithography, Lord Baltimore has its own process, "Fidel-I-Tone," which several times has won the packaging industry's highest awards for fine color reproduction on folding boxes and labels.

Mr. Banks reviewed in detail the advantages and disadvantages of all three methods of reproduction, and concluded by saying that lithography was best suited in the majority of instances, for the highest quality of reproduction in full process color required today by manufacturers of packaged products. In summarizing the advantages of lithography, the speaker declared that it possesses to a large degree the flexibility of letterpress, and that it approaches gravure in its adaptability to a wide range of materials. In the vast majority of cases, Mr. Banks said, lithography

competes successfully with letterpress and gravure for economy and generally surpasses both in quality.

Delbert Johnson, advertising and sales promotion manager of Continental Can Co., New York, said that his company makes a wide number of packages and packaging materials in both the flexible and rigid fields, using metal, paper, foil, etc. "Consequently, our concept of packaging is broad, and it is this breadth of view that we try to communicate to the public."

"For example," he said, "in our educational services, directed toward the schools, we attempt to show how packaging is the important connecting link between mass production, mass distribution and mass consumption."

"In our approach to the public at large, we try to show how the growth of packaging has paralleled the growth in consumer demands for more and better products."

"At a more professional level, we attempt to spell out the literally scores of different considerations that must come under the scrutiny of the packaging designer, engineer and merchandiser."

"In all areas we try to promote the idea that packaging and packages play an important and fundamental role in American economy."

F. L. Wurzburg, Jr., Interchemical Corp., New York, chairman of the Institute's color control committee, (Continued on Page 115)

✓ QUICK ✓ SIMPLE ✓ EASY
 ✓ Low cost way to prepare
 fine press plates from negatives



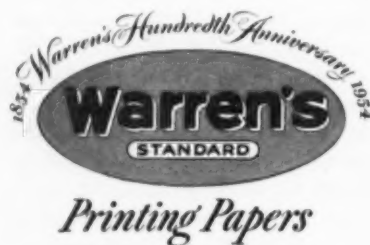
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This presensitized plate made by S. D. Warren Company is the product of the largest manufacturer of paper lithographic plates in the U. S. Thirteen years of research and production have been devoted to *FotoPlate*.

FotoPlate permits the attainment of a maximum of quality in half-tone reproduction with a maximum of economy.

For further details and instruction booklet, consult any *FotoPlate* distributor, or communicate with manufacturer's headquarters:

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News

ABOUT THE TRADE

PIA Readies Program for Detroit Convention

THE Web Offset Section and Rotary Business Forms Section will discuss offset lithography subjects at their sessions during the annual convention of the Printing Industry of America, November 15-18 at the Statler Hotel, Detroit. These sessions will be held on the final day.

Web men will discuss, in panel form, "what we make, what we sell, where is the web offset market?, and what is the market?" The Rotary Forms Section will discuss the selection, training and compensation of salesmen for rotary forms printing.

General Charles C. Haffner, chairman of the board of R. R. Donnelley & Sons Co., Chicago, is to be the keynote speaker of the annual convention of the Printing Industry of America. This talk, covering general basic problems of graphic arts management, will be the first of four days of talks and discussions centered around the theme "More Profits Through Better Management."

James L. Rudisill, Rudisill & Co., Lancaster, Pa., president of PIA will address the Monday morning session, and William H. Walling, chairman of the board of Rogers-Kellogg-Stillson, Inc., New York, will report as PIA executive committee chairman.

Frank C. R. Rauchenstein, Cavanagh Printing Co., St. Louis, will head a Monday afternoon panel on "Selling More." Results of a general

survey of sales compensation methods will be given.

The Union Employers Section and the Master Printers Section will hold concurrent sessions on Tuesday.

"Proven Ways to Improve Production" is the title of the Wednesday session, with Glen U. Cleeton, dean of the School of Printing Management, Carnegie Tech., as chairman.

General convention sessions Thursday will deal with executive development and the use of management tools.

PIA also announced that at nearly every convention session two or more members of the association will give a "bell ringer." These will start with the session on selling on Monday afternoon, November 15.

A "bell ringer" will be a two to three minute report on a highly suc-

cessful method used in selling in a specific instance.

Announcement of winners in the various classifications of the annual Self-Advertising Awards will be a feature of the convention. This competition is sponsored jointly by the PIA and Miller Printing Machinery Co.

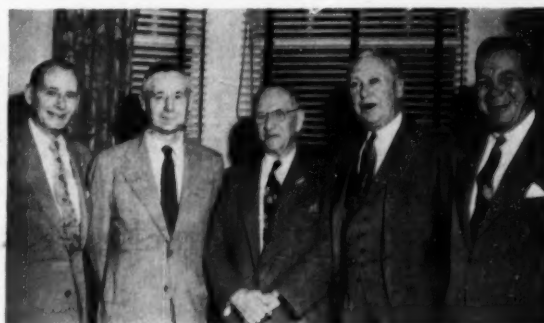
PIA, whose offices are at 719 Fifteenth St., N.W., Washington 5, D. C., reported last month that over 400 advance registrations already had been made for the convention.

Dr. Mees Honored

Dr. C. E. Kenneth Mees, vice president in charge of research at Eastman Kodak Co., Rochester, N. Y., was honored for "his many outstanding contributions to the scientific knowledge of the photographic process" at the annual Medal Day ceremonies in Philadelphia's Franklin Institute. He was among 12 scientists so honored.

Blattenberger at Phila.

Philadelphians greet the Public Printer of the United States prior to his talk at Poor Richard Club October 5th. From left: Joseph Matlack, vice president, Edward Stern & Co., and president of the Printing Industries of Philadelphia; Morris Segal, vice president of Edward Stern & Co.; the Public Printer, Raymond Blattenberger; Arthur H. Kingsley, president of George H. Buchanan Co., and Wallace Scott, president of Allen, Lane & Scott.





Christmas 1954

his Christmas, as we rejoice in celebrating the birth of The Redeemer, let us again pause in our devotions to give thanks to our Heavenly Father for the manifold blessings bestowed upon us. ✧ Let us again reaffirm our faith in God and be guided by the teachings of Christ to be charitable to our fellowmen. ✧ Let us pray for the less fortunate, who exist under oppression, that they will have strength and courage to cast off the yoke of tyranny and again become free men. ✧ Let us ever be mindful of this great nation of ours, populated, governed and loved by its peoples of many racial origins and religious beliefs; but Americans all. ✧ ✧ ✧ Let us pray that free nations of the world will stand united for universal peace and understanding with good will to all mankind. ✧

INTERNATIONAL PAPER COMPANY

Copy. 1954, International Paper Company



George S. Dively

George C. Houck

Ren R. Perry

Advanced by Harris-Seybold

Ren R. Perry, vice president for sales of Harris-Seybold Co. and George C. Houck, vice president for operations, were elected to the board of directors at the company's recent annual meeting of shareholders. After the meeting, directors elected president George S. Dively to the additional post of chairman of the board and Mr. Houck to the new position of vice president and general manager.

Election of Mr. Perry was the third advancement in the past five years for the 48-year-old sales executive. He was advanced from the field sales organization in 1949, soon became general sales manager, and was elected vice president for sales in 1952. He brings a background of 28 years in graphic arts sales and sales management to the Harris-Seybold board of directors. He started as a salesman with Harris-Seybold in 1926. In 1938 he formed his own equipment distribution company, R. R. Perry, Inc. He rejoined Harris-Seybold when they purchased his firm in 1944 and was made western district manager in 1946, before his promotion to general sales manager. Mr. Perry is a director of The Cottrell Company, a subsidiary of Harris-Seybold. He is also president of Harris-Seybold's Canadian subsidiary, Harris-Seybold (Canada) Ltd., and is active in many sales and printing organizations.

Mr. Dively, who has been president of Harris-Seybold since 1947, now holds the joint title "chairman of the board and president." Former board chairman R. Verne Mitchell, who has recently relinquished a number of his corporate responsibilities due to ill health, has been elected honorary chairman of the board.

Mr. Houck, who is 41, will assume greater administrative responsibilities at Harris-Seybold, freeing Mr. Dively for more planning, policy and other activities in connection with the company's growth program. He was assistant to Mr. Dively for seven years before being elected vice president for operation in 1952. As vice president, he had overall responsibility for administrative planning and for coordinating sales, engineering and manufacturing. Mr. Houck is also a director of The Cottrell Company.

The largest number of shareholders in the company's history attended Harris-Seybold's annual meeting, held in the Main Ballroom of Hotel Cleveland. In addition to electing the new directors, shareholders also voted to authorize an increase in Harris-Seybold's common stock from 500,000 to 1,000,000 shares, and heard President Dively review the company's progress during the past year. In the fiscal year ended June 30th, Harris-Seybold's consolidated net shipments increased about 15% above the previous year's, with a greater proportion of graphic arts equipment in relation to defense products. During the year the number of shareholders increased 38%, to more than 1,900.

Chicago Enrollment High

Overall enrollment in the Chicago Lithographic Institute's various courses is the largest recorded for the past three years, Albert N. Brown, general manager, reports. Approximately 300, he said, are taking the regular courses for apprentices, or attending the daytime and nighttime intensive courses for junior executives, or the new evening discussion clinics for journeymen.

These latter, intended to bring the older shop craftsmen up-to-date on new developments in lithography, are "going over big," he said.

The daytime 10-week intensive course for junior executives has a full enrollment drawn from Chicago and other lithographic centers and

from several foreign countries. Late this month this class will complete its work at the Institute and during Thanksgiving week will journey to Rochester, N. Y., for post graduate study and demonstration of process color work in the graphic arts laboratories of Eastman Kodak Co.

Doolittle Moves in Chicago

Doolittle & Co., Chicago lithographers, has moved to new quarters at 320 N. Dearborn St., from their former prominent location on the river bank near the Michigan Avenue bridge. The move was made necessary when the old site was slated for demolition to make way for a new building intended for occupancy by the *Sun-Times* newspaper.

Schenker Expands

The Schenker Co., Chicago, has added another offset press, a Harris 22 x 29", to their lithographing facilities. Plans are being perfected, said S. R. Raikes, president, for further expansion of camera and platemaking equipment to round out the offset department. The firm started as a letterpress company about 30 years ago, Mr. Raikes said. Offset was introduced about a year and a half ago and, since then, operations have been further expanded into rotogravure and flexographic printing. For this work a 6-color roto press was installed in 1953 and more recently a 4-color aniline press. This, Mr. Raikes said, makes the Schenker Co. one of the few medium size printing firms in the country offering all four printing processes.

The offset department, he said, has concentrated on production of labels, broadsides, direct mail, box wrappers and folders. He has a problem of finding competent craftsmen, however. He has been able to get all the help he needs for the expanding services, he said, but not all of them are trained to turn out the quality work he aims to produce.

C. Domin is executive vice president of the company and Lee Kachadurian is general superintendent of the plant which is located at 3201 Wabansia Ave.

Now Has 16 Presses

Richter, McCall & Co., Chicago combination firm, has added another new offset press, a Harris, 22 x 34", two-color model which increases the number of their offset presses to 16. Richter, McCall started out as a letterpress printer 46 years ago, said Gordon C. Evans, executive of the company, and has operated offset facilities about 15 years.

Einson Man in Army

Gerald (Jeff) B. Frank, account executive of the Chicago office of Einson-Freeman, display lithographers, Long Island City, N. Y. has been granted leave of absence while on service with U. S. Army. He reported to Fort Dix Sept. 1.



There's more to **BLACK** ink than meets the eye

Don't judge black by its shade alone—that can easily be adjusted. It's much more important to judge black by its working qualities which result from its vehicle.

No matter what shade of black you want, GBW can offer it to you with different working characteristics.

One of our finest black inks uses a vehicle that sets quickly and binds the pigment firmly to the surface of the paper to prevent chalking and offsetting. Since a larger proportion of pigment and vehicle remain on the surface, coverage is more complete and blacks are richer.

These are full-bodied offset inks—highly water resistant—that are easy to work with. They run especially well on high-speed two and four color presses.

For additional information, please write or telephone our Brooklyn or Chicago factories.



FREE POCKET MANUAL FOR LITHOGRAPHERS

Edited by recognized authorities to help you solve problems on ink handling, drying time, dampening control, etc. Just ask for "Using Ink."

Also try **GBW SPEEDINX** for fast setting and rapid drying in a quality ink. Speedinx gives you dense coverage and comes in a complete range of GBW colors.



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Direct Mail Awards Announced by DMAA

SIXTY-FIVE awards for winning direct mail campaigns in the 26th annual competition sponsored by the Direct Mail Advertising Association were made in Boston, Oct. 13. Reginald Clough, publisher, *Tide* Magazine served as chairman of the contest judging committee. Awards were made at the opening breakfast at the 37th Annual Convention of the DMAA at the Hotel Statler.

For the first time this year, 10 Gold Mail Box Awards were made — to ten of the outstanding winning campaigns. Remington Rand was the winner of the Grand Award, for the most outstanding of all winning entries. Tru-Balance Corsets Company was presented with the Henry Hoke award — given to the entrant who had solved a difficult problem with direct mail.

All winning campaigns were on display at the Boston Statler, and six extra sets of these winners are being made up to tour the United States and Canada for meetings, conventions, direct mail courses, etc.

McCormick-Armstrong Co., Wichita, Kan., won the award in the category of graphic arts and printers. Yeck and Yeck, Dayton, was listed as producer of two award winners, one for Huffman Mfg. Co., Dayton, and one for Price Bros. Co., same city. United States Envelope Co., Springfield, Mass., won the paper classification award. In most cases producers listed were advertising agencies, and the listings did not include any information as to the printing process used.

GAA Gives To PIA Fund

The Graphic Arts Association, Inc., and its sub-divisions presented contributions totaling \$4,100 to the Printing Industry of America building fund, at the membership meeting of the association Oct. 21. Elmer M. Pusey, treasurer of Printing Industry of America, received the contributions to be used toward the building of a new permanent headquarters for the national printing trade association.

The growth of the national printing association necessitates moving to larger quarters, and the purchase of a "home" provides the only practical permanent solution to the problem, according to the group. This new building, when erected on Connecticut Avenue at Chevy Chase Circle in Washington, D. C., will enable the national association to serve all members better, it stated.

William P. Gildea, Jr., president of the association, presented a check for \$3,000 in behalf of the members of the Graphic Arts Association from association funds.

C. Wm. Schneidereith, Schneidereith & Sons, presented a pledge of \$1,000 to the building fund in behalf of the members of the Printer's Division of the association.

Members of the Ink & Roller division of the association voted to contribute \$100 to the P.I.A. Building Fund. Albert H. Miller, Bingham Brothers Co., made the presentation.

Direct Mail Continues Up

Estimated dollar volume of direct mail advertising used by American business during August, 1954 was

\$105,083,804 according to figures released by the Direct Mail Advertising Assn., New York. This represents a gain of 16.6% over the expenditure of \$90,104,874 of August, 1953.

During the first eight months of 1954, an estimated \$858,948,562 was spent on direct mail advertising, an increase of 6.54% over the monies spent during the first eight months of 1953.

Oker Joins General

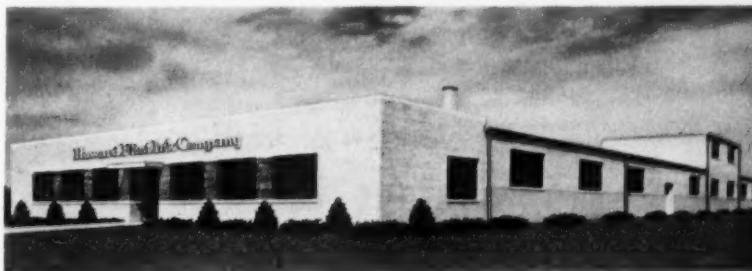
Arne Oker, former advertising manager with American Optical Co., Southbridge, Mass., now is in charge of the Boston office of the General Offset Printing Co., Springfield, Mass.

Pugh Adds Press

The A. H. Pugh Printing Co. of Cincinnati, letterpress printers for 99 years, has recently expanded its operations with installation of a 17" x 22" Harris offset press.

Nielson Named to Board

Simon C. Nielson, president of Nielson Lithographing Co., Cincinnati, has been named a member of the board of trustees of the Cincinnati Zoological Society, which supervises the Zoo in that city.



Flint Building Chicago Plant

The first unit (above) of a new laboratory and factory for the Howard Flint Ink Company is nearing completion at Broadview, in suburban Chicago. The building was designed to handle large scale production of inks for every process of printing. The mixing, milling and testing equipment will be completely new throughout all departments.

The new plant is being erected on a four acre plot on South Gardner Road less than a half mile south of the new Congress Street expressway, which will provide quick access to the Loop area. It is served by a siding on the Indiana Harbor Belt R.R. The first unit, which will be ready for use December 1st, contains 40,000

square feet of floor space. Monroe Selberling is the plant manager.

The Rotogravure and Flexographic Division of the Flint Company will be under the supervision of Matthew Keller, who has had a long successful career in this specialized field. This division will occupy a large, specially engineered section of the new plant with separate laboratory facilities specializing in such inks.

The present Chicago plant of the Flint Company, at 20th and Calumet streets, has become too small for the demand for inks in the Chicago area, the company said. The Flint Company also operates factories at Detroit, Cleveland, Denver, Houston, Indianapolis, Minneapolis, New Orleans, Los Angeles, Tulsa and Atlanta.

CRESCENT Chuckles



*"The plate room will
suffer for this"*

CRESCENT

INK & COLOR CO.

464 NORTH FIFTH STREET

PHILADELPHIA 23, PA

3901 W ROHR AVE MILW WIS • 33 BRANHAM AVE N E ATLANTA GA

INKS FOR FLEXOGRAPHY • LETTERPRESS • LITHOGRAPHY • ROTOGRAVURE

Visit Miehle Plant

The Chicago Club of Printing House Craftsmen planned a plant tour of the factory of the Miehle Printing Press and Manufacturing Co. for its November meeting on November 16. G. W. Bassett and C. A. Harwood of Miehle were to be in charge of the plant visitation.

Practically all Miehle factory equipment was to be operating in ten demonstration areas and qualified men were to be stationed to explain the machinery in operation and to answer questions.

Club members turned out in full force for the October meeting on Oct. 19 to hear a three-member panel discuss bindery problems and their relationship to other printing departments.

Included on the panel were Glenn A. Backman, sales engineer for the Dexter Folder Company and formerly bindery foreman for Poole Brothers, Chicago; C. D. Nicholson, sales manager of Brock and Rankin, Chicago; and Harold Volkert of the F. N. Volkert Co.

Coburn Modernizing

Coburn & Co., Chicago, has been modernizing facilities during the past summer by installation of three new offset presses, all Harris 17 x 22"s. The company was organized about five years ago, said Richard W. Coburn, proprietor, and decided this year that with the latest new model presses better quality work could be done than with the older equipment. The modernization program, he indicated, is to be further continued in other departments of his shop at 732 S. Federal St.

Adds Press in Chicago

Schoenwald Printing & Lithographing Co., Chicago, added a Harris 22 x 34", two-color offset press recently, following installation of a single-color Harris early in the spring. The company started as a letterpress firm in 1939 and added offset in 1948. Following a recent reorganization, said the proprietor, G. W. Schoenwald, new equipment of various types has been added and now, he said, "We're gradually getting back to size."

Open Folding Box Awards

The Folding Paper Box Association of America has started preparations for its 10th annual folding carton competition. Closing date for entries is Dec. 31, 1954, and announcement of the winners of the "100 Best" folding cartons will be made during the Association's annual convention next March. First awards and awards of merit will be made in each of various classifications. All entries must have been produced by association members in whole or in part from paper board and actually shipped to customers after Jan. 1, 1954. Judging will be done on four points—technical superiority of printing; superiority of construction; best potential new volume for products of the folding box industry; and general superiority according to end use.

In the first group—technical superiority of printing—boxes printed by the offset lithographic process will compete with those printed by the other three processes. In urging members to submit entries the association says: "Being a small volume company is no excuse for non-participation. In fact five companies with annual sales volume under \$150,000 won awards in the 1951 competition." The possibilities for world-wide publicity for the winning



Robertson Appoints

Robertson Photo-mechanix, Inc., Chicago, manufacturers of graphic arts and photo-chemical equipment announces the appointment of Joseph Vancata (above) to the position of vice-president in charge of sales. Mr. Vancata, who has been associated with Robertson for over 20 years was formerly assistant to the president at Robertson.

The appointment is in keeping with the expansion program now taking place at Robertson, which includes a new manufacturing plant being completed in the Chicago suburb of Harwood Heights, built primarily to house the research and development department and the new products division.

boxes is also set forth. Detailed information and rules of the contest are available from the Folding Paper Box Association of America, 337 W. Madison St., Chicago 6, Ill.

Lord Baltimore Shifts Wohlgemuth

George F. Wohlgemuth, Jr., has been placed in charge of mid-western sales for The Lord Baltimore Press, according to an announcement by Leonard Dalsemer, executive vice-president. In his new post, Mr. Wohlgemuth will cover Illinois, Wisconsin, Minnesota, Nebraska and Kansas. He will have headquarters at 333 North Michigan Ave., Chicago 1, Ill.

Prior to assuming this new position, Mr. Wohlgemuth was sales representative for Lord Baltimore Press in the southern territory, with headquarters in Baltimore.

Guild Visits Vandercook

Vandercook & Sons Co., Chicago, was host to the Printers Supplymen's Guild of Chicago, Nov. 5, with a reception and trip through the new plant for manufacture of proofing presses at 3601 W. Touhy Ave.

The Chicago Guild's annual Beef-steak Party is to be held Dec. 6, it was announced by Carl W. Yaley, of Graphic Arts Supply Co. and president of the Guild. Frank Rice of American Roller Co., is chairman of the arrangements committee for this affair which always attracts a capacity crowd of 600 to the Furniture Club's dining room.



Gamse to Build Plant

Gamse Lithographing Co., Baltimore, has announced plans to erect a new plant at 7413 Pulaski Highway (architect's sketch above). The new building will provide

about 36,000 square feet of space and will be air conditioned throughout, with special humidity control in the pressroom. All operations will be on one floor for increased efficiency. The company will have its own railway siding, and ample parking space

for employees' and visitors' cars. The company at present occupies several floors at 419 E. Lombard St. in a congested area of the city. Occupancy of the new building is expected by the first of the year, according to J. G. Hoffman, advertising manager.

Schools Get Fine Offset

A steady flow of the finest offset-lithography produced in this country, provided free by the Lithographers National Association, is being used by universities, colleges, high schools, industrial art and vocational schools and advertising club classes. The material serves as a valuable tool in the study of the graphic arts.

Twenty-four sheet posters, point-of-purchase displays, numerous direct-mail folders, booklets, catalogs, covers and inserts, labels, letterheads, book jackets, road maps, menus, calendars, art prints, etc., are only a few of the specimen classifications requested by hundreds of schools at the start of their September 1954 terms.

The lithographic material provided to the schools of journalism, art and applied arts departments, marketing and advertising departments and business and administration departments of such schools as the University of Kansas, Northeastern University, the Commercial Art Institute, Carnegie Institute of Technology and the Chicago Lithographic Institute, to name only a few, represented entries of outstanding offset entered in LNA's Annual Lithographic Awards Competition and Exhibit.

The Association recognizes the importance of providing these students, who will become tomorrow's advertising executives, with the cream of the lithographic material produced each year. Coincidentally, the instructors, themselves members of the advertising fraternity who teach in the colleges at night, have an unusual opportunity to show how effective lithography can be when the best elements of lithographic quality, art and design and functional value are combined in the printed product.

At the same time, many of these students have opportunities to see the prize-winning pieces selected in LNA's annual competition. As an example, the Rochester Institute of Technology exhibited the 4th Awards Competition winners at the Bevier Gallery in Rochester from September 3 to 17. This is how it was appraised by the *Rochester Times-Union*:

"How far applied art touches the



Soderstrom to be Honored

Walter E. Soderstrom, executive vice-president of the National Association of Photo-Lithographers, New York, will be honored at a dinner sponsored by the Graphic Arts Division for State of Israel Bonds on Wednesday evening, November 17.

The dinner, to be held at the Hotel Pierre, Fifth Avenue at 61 Street, New York, will have Senator Wayne Morse of Oregon as principal speaker.

Announcement of the event was made in October by Samuel H. Marks, of New Era Letter Co., chairman of the industry's Israel bond committee, who said that Mr. Soderstrom will be accorded special tribute "in recognition of his profound interest in—and sympathetic support in aid of—Israel's economic development program."

The dinner is part of an industrywide effort to provide investment capital for Israel through the sale of State of Israel Development Bonds. Proceeds of the Israel Bond Issue are the principal source of funds for the build-up of Israel's industry, agriculture and commerce.

Representatives of the industry who are serving on the committee honoring Mr. Soderstrom include:

Mrs. Celia Danziger, Champion Envelope Co.; Maurice D. Fisher, Hillcrest Paper Co., Inc.; Harry G. Kriegel, Superior Printing Ink Co.; A. George Lutz; Irving H. Ross Exclusive Envelope Co.; Joseph Rubenstein, Addressing & Machine Equipment Co.; David Schulkind, E. P. Lawson Co.; Louis Schweloch, New Era Lithograph Co.; Philip Solomon, Reliable Press; Leonard Willig, Aristocrat Printing Co., and Jerome Wohlstadt, Commercial Ink Corp. Bernard S. Rosenstadt, Ardlee Service, Inc., is dinner treasurer.

life of everyone of us daily is proved by an exhibition of the winning work in the Fourth Lithographic Awards Competition sponsored by the Lithographers National Association which opened yesterday in the Bevier Building. This contest has 44 classifications and covers the commercial use of the graphic arts.

"The exhibit is, on the whole, a revelation of the vast improvements made in recent years, both in reproduction and in the type of art work used."

LNA's Educational Department, which provides schools with literature on all phases of the lithographic process, reports that the schools are eager for practical working tools with which to communicate an understanding and knowledge of this part of the graphic arts.

LNA also distributes bulk quantities of a four-page informational folder entitled "Lithography's Place In Printing Production." The folder outlines the basic advantages of the process and how it can serve the printing needs of national advertisers when it is used properly. Most instructors request individual copies for all members of their classes.

Equally popular as an educational tool among instructors is LNA's eight-page pamphlet, "Lithographic Production for the User," which provides details on methods, platemaking, makeready and press production methods, press and paper size, etc.

Other tools in great demand are: "The Story of Lithography;" a list of available films on lithography; copy preparation brochures entitled "Perfect Copy for the Offset Camera;" "What the Art Director Should Know;" "Artist's Mechanical Color Separations;" "Poster Production;" and "Composition Methods That Reduce Costs." Pamphlets on making displays, posters and packages are also provided.

Lithographic firms, comprising the membership of LNA, have found the association's literature valuable in developing sales training programs within their organizations.

Cole Heads Campaign

Ralph D. Cole, president of Consolidated Lithographing Corp., has been appointed by United Cerebral Palsy of New York City, Inc., for the fourth successive year, as chairman of the Graphic Arts Industry. He is again being assisted in the campaign by Marie E. Kaye, assistant secretary of Consolidated.

Delaware Co. Adds Two-Color

Recently adding to their facilities, the Kaumagraph Company, Wilmington, Del., has installed its second Miehle #61 two-color offset press.

Graphic Arts Called Lax in Materials Handling

LITHOGRAPHERS and printers generally have acquired an unfavorable reputation for backwardness in the eyes of materials handling specialists, many of whom were gathered in Chicago, Sept. 27-30 for the 9th annual meeting of the Society of Industrial Packaging and Materials Handling Engineers.

The graphic arts industry, some authorities complained, have, as yet, shown only a very slight interest in the possibilities for reducing labor costs and speeding up operating efficiency, to say nothing about elimination of compensation charges for injuries, by utilizing mechanized materials handling equipment.

During the four-day meeting and exposition every phase of materials handling was examined by a multitude of speakers. Only one of them, however, submitted a case history of what one type of mechanical handling machinery has done for a printer.

He did not identify the firm by name but said it was a midwestern house that specializes in imprinting names and addresses on 100 letter-heads and envelopes for a dollar.

After getting the business under way, related this speaker, H. P. Hejmanowski of the Lamson Corp., Syracuse, N. Y., it grew very rapidly and additional presses had to be installed to handle the increase. Hand trucks were used to feed paper stock to the presses and remove printed stationery. But crowded aisles in the poorly laid out press room created cross traffic that caused confusion, misplaced orders and a lack of satisfactory control and order expediting.

To correct this condition all presses were realigned along two simple belt conveyors, on which the printed stationery was placed as removed from the delivery end of the presses. These the conveyors then carried to a "crew's nest," as the speaker termed it. Here the printed stacks were delivered to 42 chutes which took them to sorting tables. After re-sorting by customer's name they were again

placed on another conveyor belt which carried them to the shipping room for packing and shipment.

"The direct labor saving effected in a single Christmas rush season," said Mr. Hejmanowski, "paid for the complete installation of this system."

Intra-plant materials handling operations, said Mr. Hejmanowski, represent about one-third of direct manufacturing costs and about four-fifths of the indirect labor costs associated with production of a finished marketable product. The small firm, generally, he added, is even more susceptible, than larger enterprises, to the effects of excessive costs and their immediate impact on sales and profits.

In a talk on "Visual Design in Packaging" a Univ. of Illinois instructor in industrial design, Prof. James R. Shipley, stressed the importance of the appearance of a package as "one of the most important factors influencing the purchaser's choice."

He discussed many aspects of desirable package design and among other suggestions offered he advised that users of packages should check their own designs against packages that have won merit awards in competitions and have been widely publicized in printing and trade magazines.

Another speaker at the Chicago conference was R. B. Morgan of Ohio Boxboard Co., Rittman, O., whose talk on "Folding and Set Up Boxes" dwelt, among other matters, with the advantages and principal applications of offset and the other printing processes for box decorating, also with the use of inks on boxes, with the attendant problems of fading, rubbing, trapping, bleed allowance, brightness, color standards and other factors.

O.K. Changes to Buhl Press

Buhl Press will be the new name of the former O.K. Litho Co., it was announced by Carl R. Buhl, the new owner, who acquired possession Oct. 1. Operations will be continued at

3608 N. Monticella Ave., Chicago, and facilities, which now include two offset presses, will be considerably expanded, he said. O.K. Litho was founded five years ago by Paul O'Shea, who sold out because of ill health. He will, however, remain with the new owner for a time, as production manager. Mr. Buhl has been active in sales and management positions with various Chicago litho firms for many years, his latest connection being with Doolittle & Co.

St. Louis Course Opens

A course in selling began November 2 at the Printing and Graphic Arts Building in St. Louis sponsored by the Associated Printers and Lithographers. The sales conference chairman is Frank C. Rauchenstein of Cavanagh Printing Co. The class meets from 6 to 8 p.m. each Tuesday.

Subjects covered are: making the first call, individualizing your approach, getting the order, cultivating the new customer, submitting proposals, handling questions and technique, handling objections, meeting competition, improving customer relations, and the salesman's continuing job.

The course is part of the association's educational program and met with success in previous years.

Chicago Craftsmen Add Men

New members of the Chicago Club of Printing House Craftsmen, received at the first fall meeting include Wm. F. Lange, foreman offset pressroom, Excello Press, Clarence W. Schawk, proprietor of Schawk Litho Craft, Paul W. Lundblad, sales engineer Etna Lithographing Co., Michael Derrico, sales manager, J. Curry Mendes, and Harry Jones, technical engineer, Miller Printing Mchy. Co.

Regensteiner Appoints Two

Regensteiner Corp., Chicago, has appointed George Bayna as treasurer and Hans C. Zorn as controller. Mr. Bayna was a consultant to the firm and Mr. Zorn was formerly secretary and controller of Newman-Rudolph Lithographing Co.

Plan Joint Education Meeting

The two leading organizations in the field of graphic arts education, the International Graphic Arts Education Association and the Education Council of the Graphic Arts Industry, have planned a joint annual meeting to be held in July 1955 at Carnegie Institute of Technology, Pittsburgh. This will be the first occasion in which the leaders in graphic arts education and national trade organizations and industry representatives will schedule their annual meetings

together to make up a national Conference on Printing Education and Training. Homer Sterling, professor in Carnegie's School of Printing Management, is chairman of the 30th annual conference on printing education for IGAEA. Robert H. Caffee, president of William G. Johnston Co., Pittsburgh, is chairman of the Education Council's program committee.

The first three days of the Conference will be devoted to laboratory sessions in Carnegie's Printing Department classrooms and shops for

lectures, discussions and demonstrations in all graphic arts phases taught in the schools. According to Mr. Sterling, these laboratory sessions to be conducted by Carnegie staff and nationally-known authorities "will provide those attending an opportunity to improve their skills and increase their knowledge in each field covered. Every person attending," he said, "will gain something from these sessions for they will find out what the experts are doing in their field."

On the fourth day, sessions will be held to discuss a number of facets of the problems of graphic arts education and training programs in schools and plants. In planning this phase of the program, Mr. Caffee made it clear that the discussions would be centered on those issues of most importance and greatest interest to printers and printing teachers alike in working out their mutual problems.

While details of the meetings have not yet been worked out, it is planned to invite printers and representatives of national printing trade groups to attend the laboratory sessions, and to invite teachers to attend the Education Council membership meeting which will take place during the last day of the Conference.

To house the printing teachers and their families attending the Conference, Carnegie is making available its newest dormitory. This building will provide lounge, dining, recreation, and meeting-room facilities, as well as housing, comparable to those offered by fine hotels.

Kenneth R. Burchard, assistant dean, School of Printing Management, Carnegie Institute of Technology, is president of the International Graphic Arts Education Association.

As soon as the exact dates have been set and the program is formulated, invitations to attend the meetings will be issued. Further information is available from the Education Council of the Graphic Arts Industry, Inc., 719 Fifteenth Street, N.W., Washington 5, D. C.

Calif. Card Firm Expands

California Greeting Card Co., Los Angeles, recently put in a Harris 17 x 22" offset press.



Jomac Roller Cleaner pays for itself

**Cleaner keeps presses running,
frees pressmen from costly downtime delays**

If Jomac Roller Cleaner never cleaned a dampener roller (a job it does with dispatch), it would still pay for itself in short order. Because by breaking in a complete set of rollers simultaneously, the cleaner saves 15 minutes running time per press. This economy alone can pay for the cleaner inside of a year.

Increases cover life 50%

In its primary job, the Jomac Roller Cleaner cuts downtime further, increases dampener cover life 50% by cleaning thoroughly without tearing covers or breaking stitches. The only labor involved is filling the tank with water, adding cleaning fluid, and switching on the motor. The rollers emerge clean, smooth, and, in the case of new rollers, free of lint.

Write for literature

Send for the latest literature on Jomac Roller Cleaner, and for a list of users in your area. Give us the overall length of your longest dampener, and we'll quote you the price of the proper size cleaner. Sizes from 36" to 96". Jomac Inc., Dept. L1, Philadelphia 38, Pa.

Use Jomac Seamol and Flonol seamless coverings for your dampener rollers

JOMAC Inc.

Plan Machinery Exhibit

One of the big projects in the Boston Club of Printing House Craftsmen's extra-curricular project series, its sponsorship of the huge celebration of the 9th Annual Printing and Publishing Week of New England, Jan. 16-22, 1955, takes its most concrete form this year in the staging and promotion of the Third New England Printing Machinery Exposition to be held at the First Corps Cadet Armory, Boston, Jan. 18-21.

According to co-chairman of the Exposition, Albin R. Johnson, Jr., Tileston & Hollingsworth Co., and Lew Powers, IPI, the theme of the show is "Better Business Through Better Printing."

Announce New Presses

Miehle Printing Press & Mfg. Co. has announced the installation of new #29 offset presses at the following firms: Swift & Co., Chicago; Max Stern's Sons, Chicago; Imperial Printing Co., Chicago; The Falconer Co., Baltimore; Andors & Co., New York; George F. McKiernan & Co., Chicago; Barton Printing Co., Chicago; Sanders Printing Corp., New York; Houston Lithographing Corp., Houston; Model Prtg. & Stationery Co., St. Louis; Lithocraft Studios, Inc., St. Louis, and Castle Pierce Prtg. Co., Oshkosh, Wis.

Also recently installed were Miehle #36 offset presses at Kutztown Publishing Co., Kutztown, Pa., and Carpenter Litho & Prtg. Co., Springfield, Ohio.

Kodak Wins Report Award

Eastman Kodak Co. won the gold "Oscar" award for the best annual report among American companies, it was announced in New York October 25 at the annual awards dinner sponsored by *Financial World*. Wayne A. Johnson, president of the Illinois Central Railroad, which won the top award last year, made the presentation to Dr. Albert K. Chapman, president of Kodak. Many other awards also were made for annual report excellence.



Heads John P. Smith Co.

Henry F. Brayer (above) has been named president and general manager of the John P. Smith Company, Rochester printers and lithographers, by the firm's board of directors. Mr. Brayer, who formerly was executive vice-president, succeeds Clifford L. VanDerbogart in the presidency. No change in the company's policies or operation is contemplated, Mr. Brayer stated.

A graduate of the Carnegie Institute of Technology, Mr. Brayer has been with the John P. Smith Company for 30 years, and was executive vice-president for nine years. His father, Henry N. Brayer, succeeded John P. Smith, founder of the company, as president.

Other officers re-elected by the board of directors are: vice-president, R. Mervyn Briggs, and Treasurer, Charles W. O'Brien.

Sales Sessions Well Attended

The last of the three offset clinic sessions, Production for Offset Sales, sponsored and conducted by the Metropolitan Lithographers Assn., New York, was held October 26 at Hotel Shelburne. A total of 74 men registered for the series which was under the direction of H. C. Latimer, executive director of the association.

The meetings emphasized the importance at this stage of the use of the offset process of the need to give the customer help and advice on the efficient use of the process. The results of a national survey recently published showed that both advertisers and agencies use offset more (dollar volume) than any other printing process when buying printing, but that both groups want more information on the advantages of the process and when to use it to solve their problems. They also want more information on how to use the process efficiently, MLA said. The sessions were designed to give offset salesmen

the needed information.

Guest speakers who demonstrated materials or methods included Charles V. Morris of Henry Lindenmeyr & Sons, paper merchants; Greg Usategui of Gregg Associates, photo color technicians; Morris Fink of Color-print Laboratories, visual color correction systems; and Miss Platt of Mask-O-Meg, screened photo print specialists. At the final session a nine-page summary of the methods used for production by offset was distributed. This supplemented more detailed literature on several points covered.

The first of a series of member dinner meetings of the association was to be held November 4. Charles LaBlanc of the Research Institute of America, an organization which has been working closely with various branches of the graphic arts, was to speak. His subject was "Better Employee Relations for Better Production." The Metropolitan Assn. is the union (ALA) shop employer group in the New York area.

Boston Sets Record

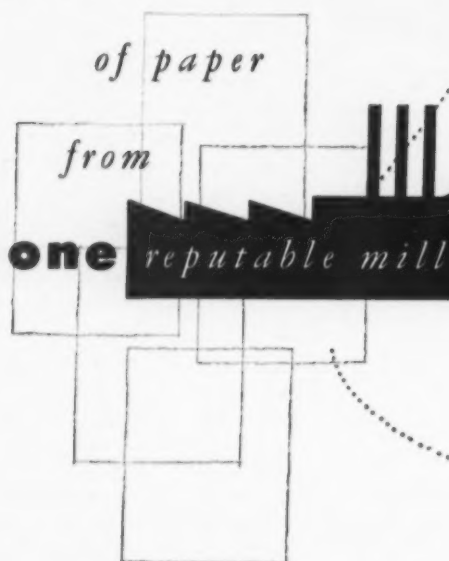
Highest attendance figure for a monthly dinner-meeting of the Boston Club of Printing House Craftsmen was set Oct. 18, at Hotel Kenmore, Boston, with 196. William J. Leahy, sales manager, Wild & Stevens, Inc., Newton Upper Falls, Mass., club president, presided, with Ellsworth Geist, S. D. Warren Co., Boston, as guest speaker on "Salesmanship Can Minimize Pressroom Problems."

The Share Your Knowledge spotlight, a monthly feature, was on "Aqua-Trol," American Type Founders' answer to problems of ink and moisture balance on offset presses. It was recently marketed.

Great Lakes Buys Building

The Great Lakes Press, Rochester, N. Y., has purchased a four-story building with 48,000 square feet of floor space in Rochester and will move operations of its subsidiary Rosco Manufacturing Co., to the new location, it has announced. All printing activities will continue in the present Great Lakes Press plant.

neenah says,
to increase profits,
concentrate your purchases
of certain grades



Why waste money on expensive odd lots of paper when you can buy in bigger lots more economically from a mill that offers you good service on a full line of fast-moving papers?

1 You can concentrate all your purchases of fine rag papers from Neenah because we offer you a complete line of bonds, onionskins, ledgers and index bristols with from 25% to 100% rag content.



2 Neenah papers are fast-moving. Thousands of businessmen are being told of the advantages of using Neenah fine rag content papers by advertisements appearing in:

- | | |
|----------------------------------|--------------------------|
| ★ Advertising Requirements | ★ Journal of Accountancy |
| ★ Burrough's Clearing House | ★ Nation's Business |
| ★ Dun's Review & Modern Industry | ★ Rough Notes |
| ★ Insurance Salesman | ★ The Reporter |

As an added bonus, standardizing your paper purchases means fewer inks to use, less makeready time, easier storage and many other advantages known best to pressmen.

TO GET MORE LETTERHEAD BUSINESS, ask your Neenah distributor for free copies of the "Neenah Guide to Preferred Letterheads." Based on a four-year survey, it shows what businessmen actually preferred in letterheads. (Our consumer ads are directing inquiries to printers.)

matching envelopes available in all grades of Neenah rag content bonds

Forms Group Studies Problems

The Business Forms Institute, trade association for the manifold business forms industry, held its regular fall outing meeting at The Greenbrier, White Sulphur Springs, W. Va., September 27-28-29, and discussed accounting and finance; paper; productivity; manufacturing, and industrial relations.

The Cost Accounting Manual, published by the Institute in 1952, was discussed, and the importance of sound cost accounting methods was stressed. The annual balance sheet and operating ratios study were given particular attention.

It was announced that the first project of the Productivity Committee would be undertaken as of the last quarter of 1954. This survey covers labor hours per 100 square inches of composition, and will permit the individual companies to compare their efficiency with that of other manufacturers.

The members were advised that another press inventory survey would be undertaken as of December 31st, 1954, covering the number of rotary presses on hand of each size in each product group. This survey was last undertaken in 1952.

The members voted to have a special industrial relations committee review the entire BFI industrial relations program. Special attention will be given to job descriptions and the particular jobs listed in the quarterly wage report. This committee will also decide on certain fringe benefits which will be reported on quarterly, and will review the last questionnaire of the Personnel Policies and Practices Report in order to bring it up to date so that this survey may be repeated in 1955.

Consolidated Business Systems, Inc., New Brunswick, New Jersey, Justin W. Pierce, president, was welcomed as a new member of the institute.

Highlights of the recreational activities were the annual BFI golf tournaments for both men and women. Members and guests enjoyed the two BFI receptions, bridge, etc., and the unusual number of ladies present added a festive and decorative



LNA Names Labor Man

President Carl R. Schmidt has announced on behalf of the officers of the Lithographers National Association the appointment of Quentin O. Young (above) as full-time director of LNA's industrial relations program and as labor relations counsel effective October 18.

Mr. Young, who has had a varied background in industrial relations, succeeds George A. Mattson who resigned as LNA's director of labor relations to accept appointment as executive director of the Chicago Lithographers Assn., effective Nov. 1.

Mr. Schmidt states that the LNA officers "believe that the value of LNA's labor relations service, particularly with respect to field consultation with local bargaining committees and individual member companies, will be greatly increased by having Mr. Young immediately available on a full-time staff basis both in the capacity of specialized legal counsel and as industrial counselor."

"At the same time," the president continued, "LNA desires to emphasize that this change in staffing of the program leaves undisturbed our basic policy and belief that sound labor relations is basically a matter of human relations and not legal relations. We are confident that Mr. Young will maintain this important distinction."

A graduate of Georgetown University College and Law School, and a member of the New York State bar since 1942 and the Bar Association of New York City, Mr. Young has been associated with the law firm, Davies, Hardy and Schenck for a number of years, specializing in labor-management relations on behalf of employers.

Mr. Young has been actively engaged in establishing stable relations between labor—both organized and unorganized—and management, and is well qualified to carry out LNA's industrial relations program, which, in December, will round out eight years of solid accomplishment in behalf of the association's membership, LNA said.

air to all of the social activities.

Future BFI meetings were scheduled as follows: November 4, at the Mark Hopkins Hotel, San Francisco (a West Coast Regional Meeting); and the 1955 Annual Members' Meeting, February 10 and 11, New York.

The institute's offices are at 20 Church St., Greenwich, Conn.

N. Y. Group Hears Schatvet

A man who recently tried to "sell" American management practices and attitudes to West German businessmen told of his experiences at the first fall meeting of the Young Lithographers Association. The speaker was Charles Schatvet, of Guide-Kalkhoff-Burr Co., chairman of the board of the New York Employing Printers. He addressed YLA at a dinner meeting in the Advertising Club, New York, October 13.

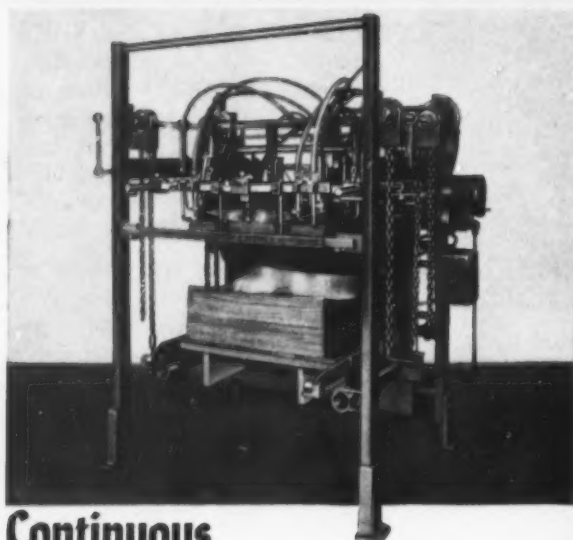
His conclusions, after serving as a member of a four-man team sponsored by the Foreign Operations Division of the U. S. government, were that management and labor in the United States have much to gain by working together, and that the money spent by our state department through the Marshall Plan and other media was well invested, and should not be discontinued.

Mr. Schatvet briefly discussed printing and lithography as it has been affected by the war, and went on to describe the larger political and human problems. He concluded that the future of Europe lies in the future of Germany. Discussing foreign aid, he said "sometimes we should take care of empty stomachs. We need a better understanding of what the state department is doing in sending money abroad. We can't afford not to spend it."

President Kurt E. Heinrich and vice president Maxwell S. Friedman issued a call for Red Cross blood donations from members. Mr. Friedman, chairman of the blood drive committee, said members may give blood at any Red Cross center and credit it to the graphic arts division.

Robert L. Lewin, of Brett Lithograph Corp. was named program chairman of the club to replace the late Wallace A. Glover. Mr. Lewin said Lewis Greenwood, production manager of Young & Rubicam agency is scheduled to speak on the relationship of lithographers and large advertising agencies at the Nov. 10 meeting. For December, a joint Christmas party with the New York Litho Club and the local Craftsmen Club is being planned.

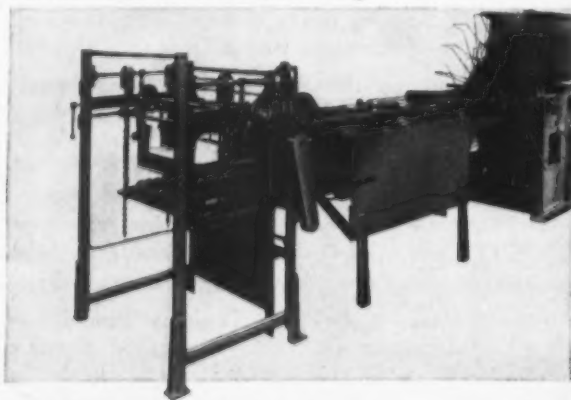
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Continuous Reloading Metal Sheet Feeder

Automatically separates, picks up and advances metal sheets to feeding-in point of press at up to 85 sheets per minute. Handles sheets 36 x 36" maximum to 14 x 18" minimum, between 38 and 24 gauge stock. Feeders for larger sizes and heavier gauges also are available.

New loads are placed in feeding position without stopping machine. Conveys double sheets to reject tray with no break in production. Rubber suckers and drop rollers eliminate sheet scratching.

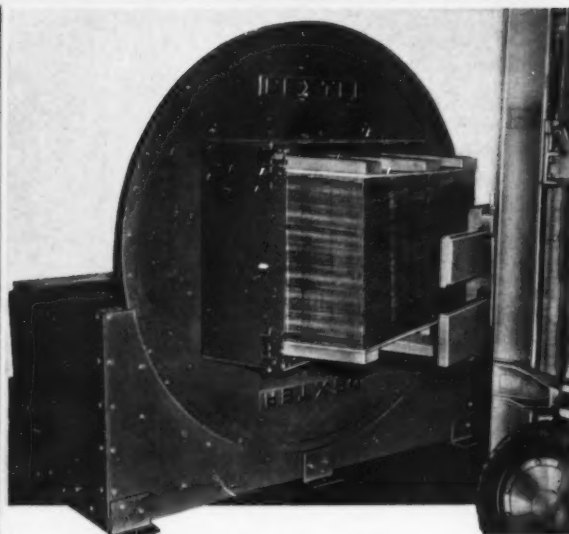


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This machine handles metal sheets in all standard sizes, at speeds up to 100 per minute. Larger sizes are available.

Unit delivers to Dexter Pile Delivery without scratching or damage.



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Sheets delivered face down from the drying oven are trucked on skid into the turnover. A second skid is placed on top of pile and a half revolution of the turnover brings pile of sheets to face up position, resting on the second skid ready for trucking to next operation.

No clamping of piles.

Built in two sizes, for handling sheets up to 36 x 36" and up to 36 x 44". Minimum size sheet handled by either machine is 16 x 16". Maximum load is 6,000 lbs. Sheets of any thickness can be handled.

Pile is squared in both directions into box during turning process. Takes approximately 20 seconds.

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General Sales Office

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Metal Decorating

Presses, Ovens, Coatings Discussed

ALTERING of existing presses to take larger sheet sizes, and registering principles of a new metal decorating press were discussed by speakers at the annual meeting of the National Metal Decorators Assn. at the Haddon Hall Hotel, Atlantic City, October 4-6. (A brief summary of this meeting, and the new slate of officers, were given here last month).

There is much more involved in the enlarging of a press than just the cylinders, Fred Adame of R. Hoe & Co., New York, told the audience. The answer to the demand for more production and larger sheet sizes sometimes lies within present presses, he said. Most of the present Hoe presses can be rebuilt to handle sheets up to 35 x 36 he said. Plate and blanket cylinder surfaces are extended, and changes must be made in the feed table. In some cases an entire new feed table is necessary. There also are certain changes to be made in the ink fountain.

To do this rebuilding, press cylinders must be shipped to the Hoe factory. The company needs to know the serial number of a press and the desired sheet size in order to determine if the altering can be done. Most of these presses run up to 85 sheets per minute after the rebuild-

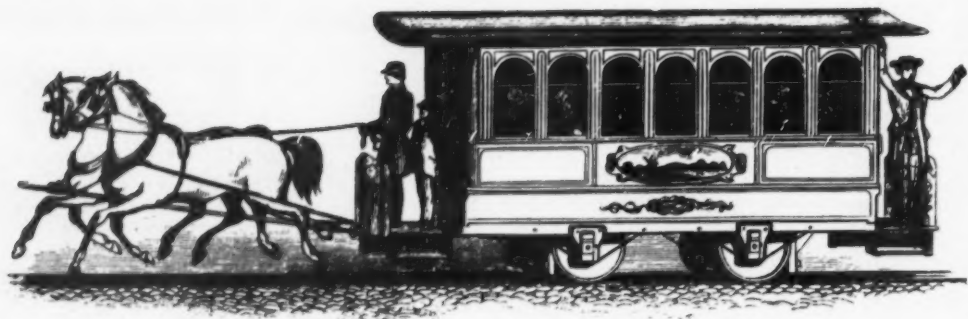
ing job is completed. Presses now are built in a standard size of 35 x 36", although much larger sizes are available.

Howard J. Seel of Harris-Seybold Co., Cleveland, showed a series of slides, and a short motion picture to demonstrate a principle of registering metal sheets as they move toward the printing cylinders. A back gauge registers the sheet from the rear end and moves the sheet at the same speed as that of the revolving cylinder

surfaces. The cylinder grippers close on the sheet after it is pinched by the blanket and impression cylinders. The press handles sheets up to 100 per minute, he said. Some years ago the Harris-Seybold-Potter Co. manufactured several metal decorating presses, he said, and in 1950 American Can Co. cooperated in developing a new press. Mr. Seel traced the development of feeding and registering mechanisms, and said that in recent years new principles have been de-

OFFICERS and DIRECTORS of the NMDA, seated (L-R): James L. Burns, vice president; Robert L. Singley, president; and Harold Lee, secretary-treasurer. Standing, (L-R): William Kerlin, Earl E. Gray, Winslow H. Parker, Donaldson Brown, retiring president, Neal Rader, George A. Frank, E. R. Byers, and Harold Jensen.





All Aboard!

The horse-car was great stuff not so many years ago. But nobody would try to compete with today's transportation equipment with such a rig. Metal decorators, too, have found it good business to modernize in order to compete under today's demands for higher quality and faster speeds.

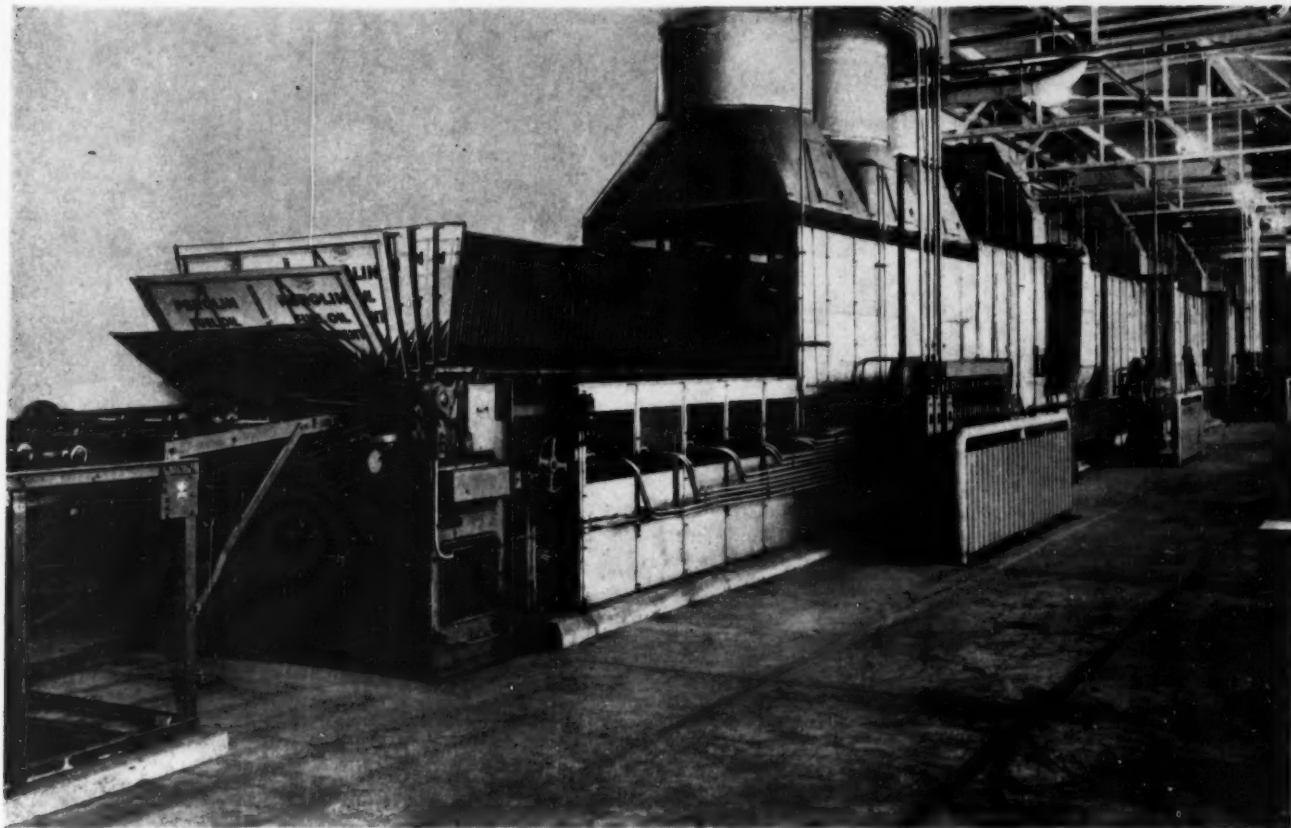
Wagner-equipped plants (see opposite page) now provide the finest metal decorating facilities available anywhere in the world. Over a half century of experience is reflected in the design and operation of this machinery.

These advantages can be put to work for you. Whether your need is modernization or expansion, call in a Wagner engineer for consultation when you begin your planning.

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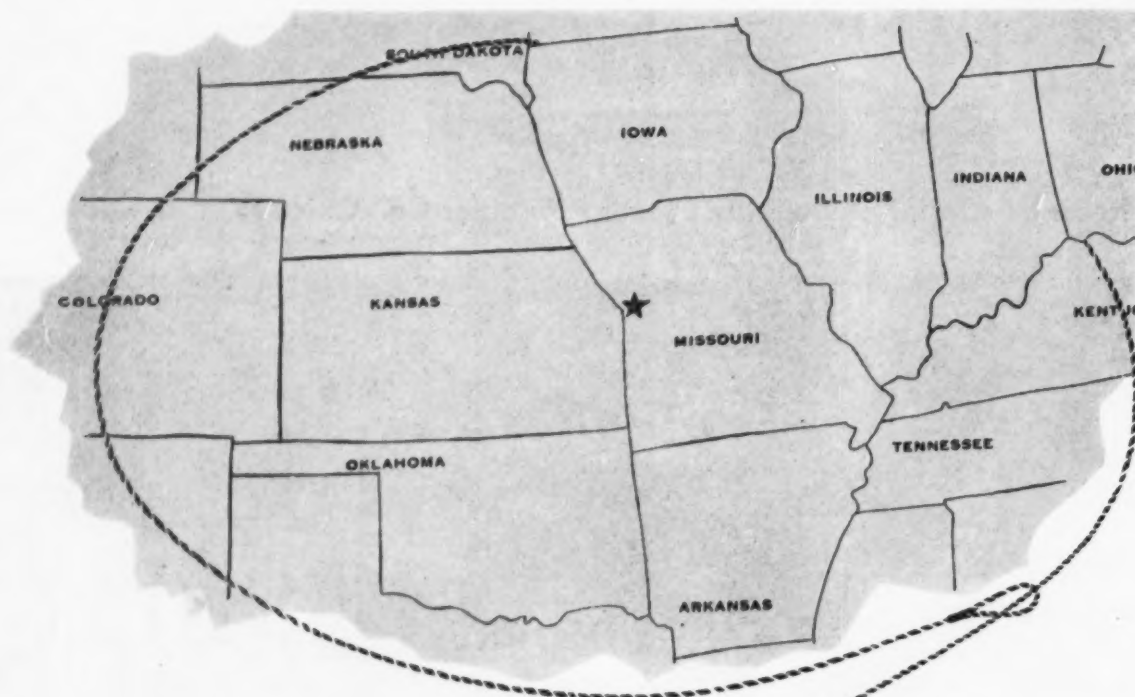
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1. At the registration desk are (L-R) Jack Blake, Caspe's Tin Plate Co., Chicago; Earl Gray, Jr., Closure Lithographing Co. p., Chicago; and Robert Singley, Closure Litho. 2. W. Floyd Maxwell, and George Mattson, both of Lithographers Nat'l. Assn., New York; and William Kerlin, Tinplate Lithographing Co., Brooklyn. 3. Clarence W. Dickinson, of Haddam, Conn., retired offset division manager of R. Hoe & Co., with Donaldson Brown, Donaldson Art Sign Co., Covington, Ky. Mr. Dickinson was honored

by the association, and addressed the group briefly.

4. Edward C. Haskell, Interchemical Corp., Cincinnati; Edward E. Koepke, Continental Can, Chicago; and Gomer A. Davis, Ohio Corrugating Co., Warren, Ohio. 5. William Kerlin, Tinplate Lithographing Co., Brooklyn, and Edward A. Ritchey, Wheeling Steel Co.-p., Wheeling, W. Va. 6. In earnest conversation: Winslow H. Parker, Parker Metal Decorating Co., Bal-

timore; Ted Lipinsky, Brooklyn Metal Decorating Co., Brooklyn; and Michael H. Bruno, Litho. Technical Foundation, Chicago. 7. Dick Barkalow, Sherwin-Williams Co., Hubbard, Ohio; and Andy Sigler, Continental Can Co., New York. 8. Edward Zemblo, Ohio Art Co., Bryan, Ohio; Chris Scheehle, Wagner Litho Mch. Div., Jersey City; and Nick Adenau, Rheem Mfg. Co., Linden, N. J. 9. Mr. and Mrs. Fred Adame, R. Hoe & Co., New York; and H. L. Bonnell, Vulcan Rubber Co., New York.

veloped and old principles have been revised.

Improvements in press and coater rollers were described by B. W. Hubbard, Ideal Roller & Mfg. Co., Chicago. In the years since World War II a whole series of new polymer materials have been brought into roller making, and they are still being improved, he reported. The material is more stable and lays down a more uniform film of ink. It reduces accumulations of hardened and glazed inks, and permits higher press speeds. The new rollers run cooler because the heat build-up has been reduced.

In coating rollers, the problem is more complicated because of the wide variety of solvents used. Glue composition rollers still are widely used, but these will not stand up to certain solvents, Mr. Hubbard reported. Providing damage hazards can be kept to a minimum, it may pay to use the more expensive synthetic rubber rollers, he said. One single type of roller for all types of solvent has not yet been found, he explained. One roller has been developed for use with vinyl coatings, for instance, but is entirely unsuitable for petroleum solvents. Essentially three types of

synthetic rollers are needed for the present range of coatings, he stated.

"A blanket which is so cheap that it can be thrown away at the end of each job, seems probable," Mr. Hubbard concluded. He did not elaborate on this statement.

Fred S. Bailey of Wagner Litho Machinery Div., Jersey City, said that potentiometers are being used in an increasing number of plants to check oven performance. With such an instrument, periodic checks can be made every two weeks. Most of the can companies use high speed automatic instruments, but hand in-

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No.	Slate Slab	Overall Dimensions (All 33 1/2" High)	Exhaust Blower Capacity, Cu. Ft. Air Per Minute	Motor H. P.
1	30"x40"	42"x50"	2500	1
2	42"x50"	54"x62"	3200	1 1/2
3	50"x60"	62"x72"	4200	1 1/2
4	60"x80"	72"x92"	4800	2

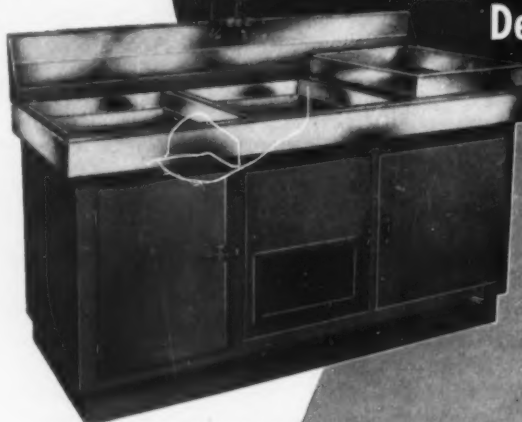
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- ✓ Disposal trough for tray contents in back for convenience.
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struments also are satisfactory, Mr. Bailey reported. The air in the oven, adjacent to the sheets, usually is checked. During the last few years many lines have been lengthened to take care of higher speeds in printing and baking. Larger sheet sizes are coming into use, and larger equipment is being manufactured to meet these demands. Power drives also are being improved. Any method for increasing the efficiency of material handling, and speeding up production, should be considered, Mr. Bailey declared. Floor plans should be

worked out carefully, Mr. Bailey said.

Mr. Bailey also reported that some work is being done on eliminating "ghosting" effects in baking sheets by employing hollow tube material for wickets instead of solid rods. These carry off the heat quicker, but cost more to manufacture. Outboard rollers for roller chains also are being studied, along with graphite bearings which need no lubricating.

J. D. Russell of Young Brothers Co., Cleveland, discussed the Davis instrument and the application of gas analytical procedure to the prob-

lem of automatic exhaust control. Such automatic control provides fuel economy by eliminating excess amounts of solvents which go up the flue as waste; control of the air make-up in the oven; better control of the air pollution problem when automatic exhaust control becomes a part of a catalytic system of control; and such control permits a press oven to be used for coating under certain conditions. Mr. Russell showed several slides to illustrate principles discussed. In reply to questions he also discussed hollow

1. John Devine, Howard Flint Ink Co., New York; George A. (Buck) Frank, Sheet Metal Coating & Litho Co., Baltimore; Warren A. Freeburger, Ohio Can & Crown Co., Massillon, Ohio; and J. R. McCusky, Ohio Can & Crown. 2. Norman Rowe, Ideal Roller & Mfg. Co., Long Island City; Robert Roosen, Sinclair & Valentine Co., New York; and Ronnie Byers, R. M. Hollingshead Corp., Camden, N. J. 3. Lex Wilson, Mason Can Co., Providence; Fred S. Bailey, Wagner Litho Machinery Div., Jersey City;

Joe Balacker and George Bedard, both of Mason Can. 4. Harold Jensen, Heekin Can Co., Cincinnati; Ray Dawson, Metal Litho Corp., Brooklyn; Winslow H. Parker, Parker Metal Decorating Co., Baltimore; and Carroll Weber, Sun Supply Co., Long Island City. 5. Ralph Graham, Continental Can Co., Chicago; Walter Cassidy, Interchemical Corp., New York; and Vincent DeForge, Interchemical, Elizabeth, N. J.

6. Jules Bauer, Interchemical Corp., New York; Arthur Uhlen, Enamelstrip Corp.

Allentown, Pa.; and Charles Scott, Interchemical, New York. 7. Bill Westphal, Metal Litho Corp., Brooklyn; Ron Wilson, Stoner-Mudge, Inc., Pittsburgh; Mrs. Westphal; and Dominick Cieslak, Glidden Co., Chicago. 8. Charles Kahnhauser, Interchemical Corp.; and Henry C. Hicks, Jarie Corp., New York. 9. James Burns, American Can Co., New York; George A. Frank, Sheet Metal Litho & Coating Co., Baltimore; Vincent Stafford, Harris-Seybold Co., New York; and William Felber, Illinois Metal Decorators, Blue Island, Ill.



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1. Ted Broadston, and Vincent Stafford, Harris-Seybold Co., New York; George Mattson, LNA, (now with Chicago Lithographers Assn.); and C. A. Loefgren, Harris-Seybold. 2. A. A. Mundt, Lilly Varnish Co.; Harry J. Quinn, Louis Marx & Co. of W. Va., Glendale, W. Va.; and Lloyd G. Daniels, Valley Mfg. Co., Martins Ferry, Ohio. 3. William Westphal, Metal Litho Corp., Brooklyn; Ted Lipinsky, Brooklyn Metal Decorating Co., Brooklyn; Earl Hickcox, IPI, Chicago; and Charles Schmall, Continental Can Co., Chicago. 4. W. A. Miner, Young Bros. Co., Cleveland; Fred Arndt, Mundet Cork Co., N. Bergen, N. J.; Edward Tenzer, W. H. Hutchinson & Son, Chicago; and James Russell, Young Bros. Co., Cleveland. 5. Robert J. Schimmel, Chicago Litho Plate Graining Co.; Dick Barkalow, Sherwin-Williams Co., Hubbard, Ohio; and Joseph Mihalko, Illinois Metal Decorators, Blue Island, Ill. 6. Mr. and Mrs. Robert Gibson, Crescent Ink & Color Co., Philadelphia; Frank Strueber, Lilly Varnish Co., Indianapolis; and Fred Zahn, Zahn Steel & Litho. Corp., Santa Clara, Calif.

7. W. A. Miner, Young Bros. Co., Cleveland; Charles H. Whitaker, Crown Cork & Seal Co., Baltimore; and Oscar Byron, J. O. Ross Engineering Corp., New York. 8. Mrs. Gomer Davis, Warren, Ohio; and Mr. and Mrs. Andrew Donaldson, Donaldson Art Sign Co., Covington, Ky. 9. B. P. Nilles, Rapid Roller Co., Chicago. 10. Mark Frishkorn, Interchemical Corp.; Spencer Parker, Parker Metal Decorating Co., Baltimore; and Bill O'Hara, Gaetjens, Berger & Wirth, New York. 11. Gordon Bartels, of Gordon Bartels Co., Rockford, Ill.; and E. O. Robson, Midland Industrial Finishes Co., Waukegan, Ill.

wickets, and said that better materials now are available than were several years ago when the idea first was tried.

Spectacular scenes of steelmaking were the highlight of the second day of the three-day meeting, as 128 men journeyed to Morrisville, Pa. to see the big new Fairless Works of U. S. Steel Corp. in operation. Coke ovens, furnaces, rolling of white-hot steel ingots into coils of flat ribbons, and further rolling and tinplating operations were highlights. The men were guests of U. S. Steel for lunch at the Pennsbury Inn. Hosts included Henry E. Warren, Jr., assistant general superintendent, and Jack Eckels, assistant to the general superintendent.

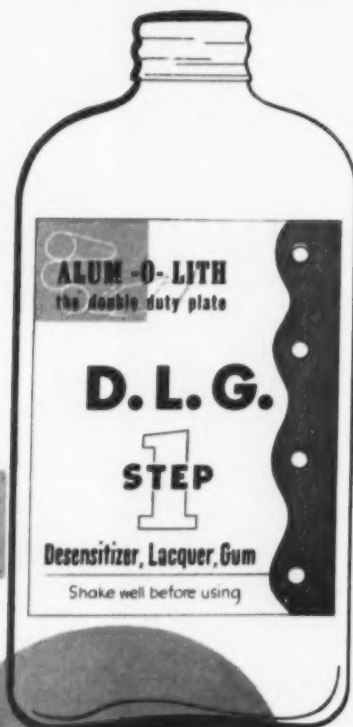
A session on cost control and employee relations was sponsored on the third day by the Lithographers National Assn., New York.

A discussion of cost controls for the metal decorating plant opened the session. Max Block, C.P.A., of Anchin, Block & Anchin, New York, said that the most efficient utilization

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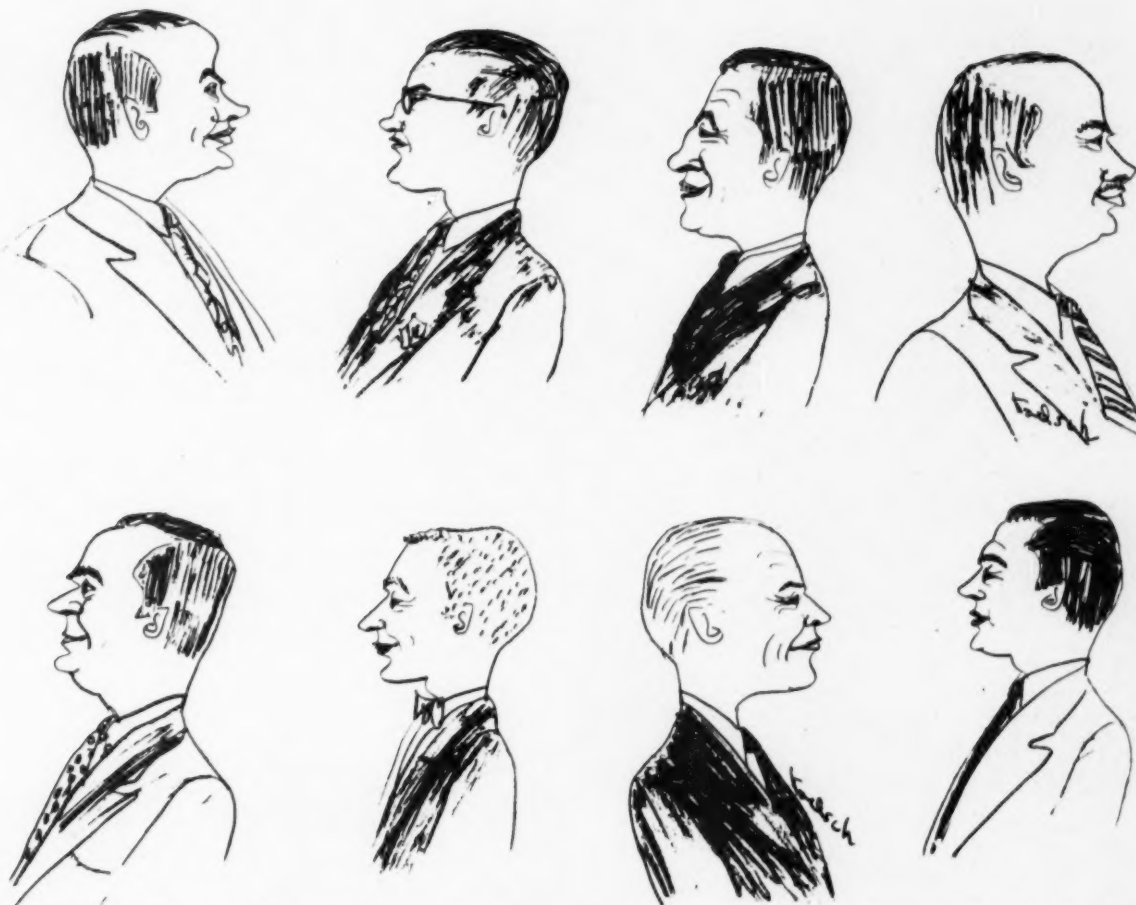
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DESECRATED DECORATORS. Several metal decorators and suppliers underwent caricaturing at the cocktail party put on by Wagner Litho Machinery Div. during the Atlantic City NMDA convention. They were drawn on the spot by Jeanne Koelach. Here are a few examples. (L-R, top) Chris F. Scheehle, Jr., Wagner Litho Machinery; E. Koepke, Continental Can, Chicago; Leo

Bergen, Continental Can; and Norman L. Rowe, Ideal Roller New York.

Lower row (L-R): Frank Campbell, Crown Can Co.; E. P. Zombro, Ohio Art Co., Bryan, Ohio; Fred S. Bailey, Wagner Litho Machinery, Jersey City; and Spencer Parker, Parker Metal Decorating Co., Baltimore.

of materials, labor and machinery, plus effective control of other costs, is the key to efficient and profitable operation. It is possible, he said, to have cost controls without having an elaborate or formal cost system. Reports of such items as lost time, sheet counts, and overtime, for instance, are valuable, and these internal reports make good thermometers of business.

George A. Mattson, formerly director of industrial relations for the Lithographers National Association, suggested three areas for improving employee-management relations. Mr. Mattson, who joined the Chicago Lithographers Association Nov. 1 as executive director, called for increased efforts in these fields:

1. Human relations: "Sound in-

dustrial relations policies are needed, and in writing."

2. Management activities. He said employers have an obligation to deal fairly with labor in all problems that arise.

3. Responsibility of unions. He added that the union, in turn, has the responsibility of bargaining in good faith and keeping the best interests of the workers foremost in its dealings.

Outlining the various phases of bargaining, Mr. Mattson listed some of the problems that regularly arise during contract discussions and said that management must take part of the blame because of the widespread attitude that collective bargaining is a "once-a-year job."

In other statements, the speaker declared that the 35-hour week in

the litho industry now is firmly established and that the curve is on the way down, as far as recent union settlements are concerned. He cited figures to show that increases granted workers in the trade have declined from 11 cents an hour to eight and six, on the average.

The problem of wet ink varnishing has been solved for the most part, a speaker told the convention, and it takes a trained eye to determine a job done by this process.

The speaker was Edward C. Haskell, director of metal decorating at the Finishes Division of Interchemical Corp., Cincinnati. He asserted that the metal decorating industry is not taking advantage of all the possibilities of wet varnishing, including savings in time and money.

(Continued on Page 117)

SAVE on press cylinders!

LOWER equipment costs!

WORN CYLINDERS RECONDITIONED GOOD AS NEW!

For the past twenty years, Arthur Tickle Engineering Works has specialized in reconditioning damaged printing press cylinders or cylinders that have been reground previously on the bodies and are too small in diameter.

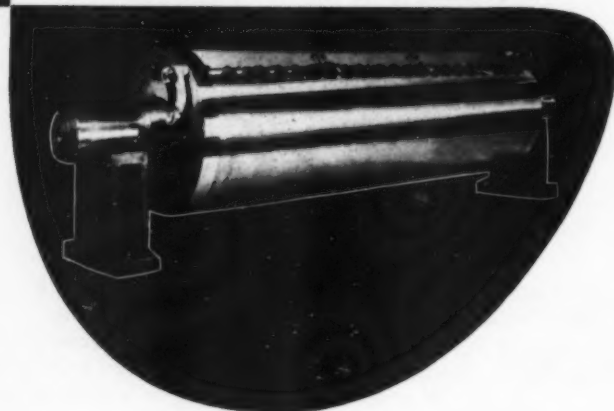


Spraying cylinder body with stainless steel.

Cylinders rebuilt by our process are more durable because of the increased hardness of the deposited metal! In addition, all cylinders, upon arrival, are further checked for size, condition of bearers and journals and body runout in order to eliminate unnecessary work or discover hidden sources of future trouble.

Cylinder journals, if scored or worn, are rebuilt with High Carbon Steel (363 Brinell hardness) and ground to standard diameter, with a resulting increase in the life of the cylinder!

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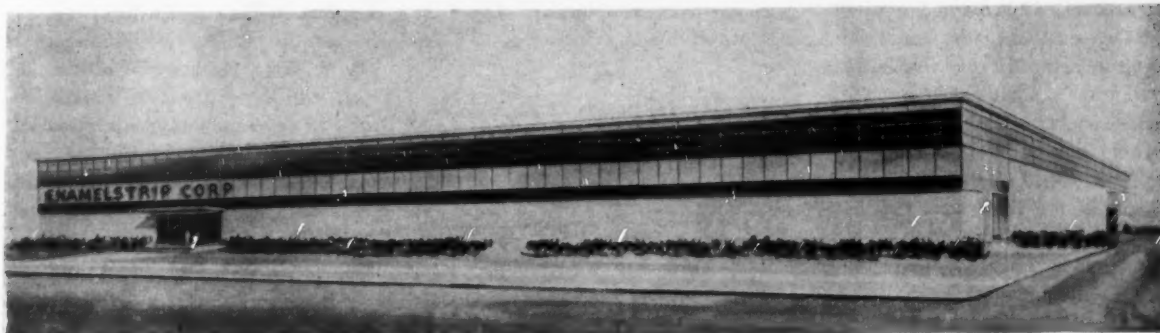
1904 — 1954

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MAin 5-4200



New Enamelstrip Plant

The new plant of Enamelstrip Corp., Allentown, Pa., (architect's sketch, above) is nearing completion, a company spokesman

said last month. The \$300,000 plant addition is faced with buff brick and glass-tinted facade. The strip carrying the company name is made of Enamelstrip, the company's own product, and signals the

material's entry into the construction field. The two-story structure is 220 x 160 feet, and was designed and is being built by Robert E. Lamb, Inc., Philadelphia.

Steel Containers Hold Place

Steel shipping containers have maintained their position in the packaging field despite competition from the recent arrival, on the scene, of fiber and plastic containers. This was the statement of Edward E. Grosscup, manager of manufacturing for Inland Steel Container Co., Chicago metal decorators, during a symposium on "Small Bulk Containers," at the 8th National Chemical Exposition in Chicago Oct. 12-15.

Since 1940, Mr. Grosscup said, steel drum manufacturers can point to a 160 percent increase in annual production of light gauge drums. He related how the industry has solved its major container problem—corrosion—by development of "lacquers" for lining metal drums. Each is formulated to provide tailor-made linings that will control the corrosive action peculiar to the product carried in the drum. Mr. Grosscup also announced development of a new type of light-gauge, single trip containers.

Robert H. Long, coordinator of packages and controls for Harshaw Chemical Co., Cleveland, O., further discussed the advantages of metal drums for transporting chemicals.

In the exposition area at the huge Chicago Coliseum, Continental Can Co., exhibited their line of "Leverpak" fiber drums, including a newly developed drum with polyethylene lining for holding liquid products. After two years of rigid testing, this drum is now being given further practical trial by several concerns, a spokesman said.

The big metal container company entered into the fiber drum field in a plan to diversify its line of products, he said, and now has five plants for manufacture of fiber drums, located at Van Wert, O., Tonawanda, N. Y., Reading, Pa., St. Louis, and Pittsburg, Calif. Decorating of the fiber drums, the spokesman said, is done by the silk screen process, for which fifteen different colors are available.

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Chicago Club Studies Metal

The Chicago Litho Club devoted its Oct. 27 meeting to metal decorating with a program which included a trip through one of Continental Can Co.'s Chicago plants, followed by dinner at a nearby club and a panel discussion there of topics pertinent to the evening's interests.

Continental's plant at 5401 W. 65th St., which is said to be one of the largest can manufacturing factories in the world, was selected for the tour, which began at 5:30 p.m. Club members, on arrival, were assembled in small groups and piloted through the huge buildings by company employees, including club president Ralph H. Graham, who is superintendent of Continental's Grand Avenue plant on Chicago's far northwest side.

Main center of interest was the high speed presses recently added to facilities for handling Continental's metal decorating operations on beverage cans, a segment of their business which has been immensely

expanded to meet new market demands. Lithographing of motor oil cans and other products also were viewed.

Adjourning to the Clearing Industrial Club, a block away, the visitors enjoyed a smorgasbord dinner and then settled down to the panel discussion. Members of the panel were George Stolworthy, metal decorating sales division, Interchemical Corp.; Earl Hickcox, service engineer, metal decorating inks, Interchemical's I.P.I. printing ink division; and Earl Gray, executive vice president, Caspers Tin Plate Co.

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Rheem Shows Drums

Rheem Mfg. Co., presented its lines of Rheemcote lithographed steel drums and pails, fiber drums and equipment containers at the exposition staged in connection with the September convention in Chicago of the Society of Industrial Packaging and Materials Handling Engineers. A. W. Nides, sales manager, central region, headed the staff of field representatives on hand, which included A. Godshalk, J. P. McNicholas, C. F. Emmert, J. Mitchell, H. Deegan, H. J. Altenbern, and B. M. Barriball. Featured in their presentation was explanation of the preliminary treatment given the steel sheet before decorating or coating, to remove scale and grease, and also the use of a rust-inhibiting chemical for protection of the drum against weathering.

Metal Deco. Expansion Seen

An expansion of the metal decorating industry "beyond the imagination," was predicted last month by Ren Perry, vice president of Harris-Seybold Co. Mr. Perry's talk before the New York Litho Club is covered in full in the litho club section of this issue. His overall prediction for expansion in the lithographic industry is an increase from the present annual volume of \$1 billion to \$1½ billion by 1960.

He said packaging of soft drinks in cans and possibly milk would account for the big expansion in metal decorating.

Baltimore Installs Officers

Officers, and several new directors were installed by the Litho Club of Baltimore at its October 18 meeting at the Stafford Hotel. Lawrence Littman, Lord Baltimore Press, is president, as reported here last month. He is a former president of the Litho Club of New York. Other officers are vice president — Thomas A. Boram, Gamse Litho. Co.; secretary — Norwood Hezelbach, IPI; and treasurer — William J. Weitzel, Adcrafters Printing & Offset Co.

Directors are Joseph W. Peroutka, Graphic Arts Offset Co.; S. Willard Lambdin, Arthur Thompson & Co.; Edward J. Worjtek, The Falconer Co.; and W. H. Williamson, ATF.

Nat Gamse of Gamse Litho. Co. is the retiring president of the club. New officers were installed by William Garten, who was first president of the club, in 1939 and 1940.

The October speaker was T. M. Glatfelder of P. H. Glatfelder Co., paper manufacturers. He showed pictures of the mill at Spring Grove, Pa. On the following Friday, October 22, some 51 club members visited the mill. A steak dinner followed at the mill's Glatco Lodge, where the men were guests of the Glatfelder Co. and Barton, Duer & Koch Paper Co., Baltimore.

The club planned a session on pre-sensitized plates for November 15, and plans are being made for the annual Christmas party during December. The date for this event was

to be announced locally. James T. Keating, Bingham Bros. Co., is chairman.

Bartels Opens Pa. Branch

An eastern division has been opened by Gordon Bartels Co., at Menheim Pike and Dillerville Rd., Lancaster, Pa., the company announced last month. John W. McNabb (right) has been placed in charge of the eastern operation, which will include sales, technical service and research. The company, which has headquarters in Rockford, Ill., manufactures graphic arts chemicals and decorative coatings and finishes for metal lithography.

Prior to joining the Bartels Company, Mr. McNabb was a consultant in metal decorating coatings, finishes and inks, and previously was research director of Kienle & Co., Brooklyn, ink manufacturers.



Detroit Co. Appoints

Appointment of George G. Staley (right) as a sales representative in the advertising printing and lithography department of Printing Service Inc., Detroit, has been announced by Martin J. Struhar, president. Mr. Staley has been a salesman for Ross Lithograph Co. Before that he was a buyer of printing and point-of-purchase displays for General Motors Photographic Division and a lithographer and salesman for Welker Lithograph and Letter Company.



Lanston Speeds Parts Orders

A complete parts and supply inventory for all Monotype and photo-mechanical equipment was set up in Chicago at 216 West Jackson Blvd., last month by Lanston Monotype Corp. The company said it added the inventory to minimize waiting time for parts and accessory replacement orders for Midwest and far west customers.

Scherer, Repasky Retire

Two men, with a total of 78 years service with Miller Printing Machinery Co., retired recently. The men are Edmund Scherer, with 38 years, and Mike Repasky, with 40 years of service.

Mr. Repasky was engaged in the final assembly of saw trimmers, while Mr. Scherer had been working in the assembly of large groups, mostly ink fountains, for Miller presses.

Craftsmen Pick Augustine

Lee Augustine, vice president of the Printing Machinery Co., Cincinnati, will direct the 1955 convention of the International Association of Printing House Craftsmen. His appointment as convention chairman was announced last month by Kenneth N. Cramer, president of the Cincinnati club.

Mr. Augustine has been a member of the club since 1926 and served seven years as educational chairman of the Cincinnati club. Back in 1935 he helped in arrangements for the Craftsmen convention held that year in Cincinnati. In 1951 the Fifth District of the International chose Mr. Augustine as their first Outstanding Craftsman.

The 36th annual convention will be held Aug. 7-10 at the Netherland Plaza Hotel.

Goodman Forms Company

Al Goodman, graphic arts equipment designer and engineer, has announced the organization of the Al Goodman Equipment Co. at 181 Third Ave., New York. The company will manufacture layout and stripping tables, whirlers, vacuum frames, artist retouching stands, dot etching and clearing tables and related plate-making equipment, and will offer service to the lithographing trade. Equipment will be sold through dealers only, Mr. Goodman said.

Mr. Goodman formerly was with the Joseph Gelb Co. and Graphic Supply Co., New York, in equipment design and engineering capacities.

Folder on Rollers

Ideal Roller & Mfg. Co., 2512 W. 24 St., Chicago, has issued a pocket size folder "Guide to Good Rollers" which lists the wide range of "orange banded" rollers made by the company. The folder also provides information on Ideal's process system of coating rollers in the user's plant.

Progress Adds Press

Progress Lithographing Co. of Cincinnati has recently installed a new Harris 42 x 58" one-color press and a quad trimmer which cuts all four sides automatically.

D. W. Hacker Elected

Donald W. Hacker, head of the Lettercraft Co., Detroit, direct mail organization, was elected president of the Mail Advertising Service Association International for 1954-55, at the 33rd annual convention, Hotel Statler, Boston, Oct. 9-12. He succeeded Paul Krupp of Los Angeles.

Lewis Fink of Lewis Advertising Co., Baltimore, was elected vice president; Mrs. Jean Watson, of Watson-Brooks Duplicating Shop, San Francisco, was named treasurer. Max T. Lloyd is executive secretary. Andrew D'Eramo, general manager of O. M. S. Advertising, Boston, was general convention chairman.

Twenty-two panels on practical production problems were featured at the convention, with 150 leaders of the duplicating and mail production industry appearing on the panel. Subjects ranging from offset, mimeographing, multigraphing, and multilithing to automatically typing and addressing of letters and mailing pieces were discussed.

Wallace G. Strathern, assistant director of industrial relations, Eastern Gas & Fuel Associates, Boston, was keynote speaker at the opening day's luncheon. More than 400 delegates and their wives were registered.

Theiss Heads Direct Mail

Arthur W. Theiss, vice president, Patriot Life Insurance Co., New York, last month was elected president of the Direct Mail Advertising Association, at the 37th annual convention in the Hotel Statler, Boston, Oct. 13-15. George Olmsted, Jr., president of S. D. Warren Co., Boston, was general convention chairman.

Other officers to serve with Mr. Theiss are Charles S. Downs, vice president, advertising and public relations, Abbott Laboratories, North Chicago, re-elected American vice president. Douglas B. Mahoney, advertising manager, Frank W. Horner, Ltd., Montreal, was chosen Canadian vice president.

Joseph McGee, Jr., Old American Insurance Company, Kansas City, was elected secretary, and William B. Merriam, vice president of the



Pfeiffer Honored

Frank F. Pfeiffer, (left) executive vice president and general manager of Reynolds and Reynolds Co., and first president of the Research and Engineering Council, was presented with a certificate of appreciation by the Research and Engineering Council of the Graphic Arts Industry, Inc. at the annual meeting of the Printing Industry Ass'n, Dayton, Ohio, recently. J. Homer Winkler, (right) technical advisor, Battelle Memorial Institute, and secretary of the Research and Engineering Council, made the presentation for the council. The annual meeting of the Printing Industry Ass'n. was the occasion for a joint meeting with the Craftsmen's Club.

Federation for Railway Progress, Washington, D. C., was named treasurer.

Newly-named directors were chosen for a 3-year term as follows: Robert F. DeLay, American Air Filter Co., Inc., Louisville; David Goldwasser, Atlanta Envelope Co., Atlanta; Perce Harvey, Jr., Harvey Advertising Agency, Topeka; Robert L. Hemmings, Burroughs Direct Mail Advertising, Los Angeles; Robert R. Maxwell, New Holland Machine Co., New Holland, Pa., and Mr. McGee, DMAA secretary.

Paul Pringe, Milwaukee Dustless Brush Co., Milwaukee, was re-elected to a two-year term, and Ralph T. Curtis, Ross-Martin Co., Tulsa, was re-elected to serve a 1-year term. More than 1,000 men and women from the United States and Canada attended the national meeting.

Presses Installed

The Miehle Printing Press & Mfg. Co. has announced the recent installation of the second Miehle #61 two-color offset press at Simmons-Sisler Company, Inc., St. Louis.

The Drury Printing Co., Inc., Dayton, recently announced the installation of a new Miehle #41 two-color

offset press. Other announcements of new Miehle installations were a new #49 single-color offset at General Offset Co., Inc., New York, and a new #61 two-color offset at The A. B. Hirschfeld Press, Denver, Colo.

Color TV Forum Held

In the belief that color television is destined to usher in a new era of expansion for color printing, the Graphic Arts Association of Illinois was to sponsor the first live demonstration of full color on closed circuit TV to be held in this country. It was scheduled to take place November 5 and 6 at the Morrison Hotel in Chicago.

More than 1,200 lithographers, plant superintendents and buyers of printing registered for the two-day demonstration of color TV, including varied sessions on the latest methods of platemaking and new uses of lithography, which will be conducted by the Lithographic Technical Foundation. A special crew of technicians from the Radio Corporation of America was to handle the telecast using RCA's latest color TV equipment.

A special attraction of the unique program, which has aroused wide interest in the printing and advertising fields, was to feature "Lithography's Future in Color TV," including a presentation of hundreds of winning pieces in the 1952 Lithographic Awards Competition and Exhibit, sponsored annually by the Lithographers National Association. (This will be reported next month)

'Lucky' Cornerstone

Tokens of good luck from all parts of the world were placed in a metal lining of the cornerstone of the new \$3,000,000 Rust Craft Greeting Cards building in Dedham, Mass., during ceremonies Saturday, Oct. 23. Rust Craft now is housed in a multiple-story building in Boston.

Ohio Co. Adds Press

Shaw Barton, Inc., Coshocton, Ohio, recently completed the installation of a new Miehle #41 two-color offset press. This firm also is operating a Miehle #61 two-color

PORTRAIT OF A PRINTER

... after running a job on Hamilton Bond



HAMILTON BOND

PRINTS WELL . . . because it has a beautifully smooth surface, is genuinely watermarked, and is precision cut.

LIES FLAT. FEEDS WELL . . . because it is pre-conditioned and moisture-proof wrapped at the mill.

TRUE BOND SURFACE . . . prints cleanly, clearly, evenly, without a trace of linting or fuzziness.

IS UNIFORM IN QUALITY . . . because its pulps are blended *right* from the start, and constant testing keeps every sheet up to snuff.

White in 4 weights—11 colors in 3 weights

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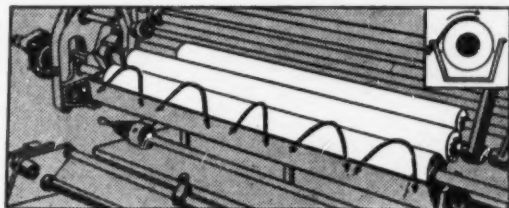
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HAMILTON TEXT AND COVER PAPERS
offer interesting, colorful backgrounds for
distinctive advertising literature. Unusual
surfaces and exciting colors galore! See gay
new Carousel—a beautiful paper.



W. C. HAMILTON & SONS • Miquon, Pa.
Offices in New York, Chicago, Los Angeles

Illustration showing positioning of string loops



Loops Aid Water Control

PATRA, British graphic arts research organization, in a recent news bulletin, gave the following tip:

It is often necessary to limit the damping water on sections of the duct roller—especially when bi-metallic plates are used. To do this, some machines are equipped with squeegee rollers, but these are usually unsatisfactory because the excess water tends to cascade from the ends, and the unrestricted sections are over-wetted.

A member firm has adopted a sim-

ple and inexpensive method of carrying out this squeegeeing action which has proved most satisfactory. This consists of string loops, as shown in the illustration, which pass over the duct roller and squeegee the water off the sections covered. The excess water runs back down the string—thus avoiding the "cascade" effect.

In the illustration, the string is attached to the water tray, but in practice the loops can be carried from any rod or bar adjacent to the duct roller.

Hold Minneapolis Meetings

The Bureau of Engraving, Inc., has announced plans for its fourth advertising production forum. The meetings will be held on consecutive Wednesdays beginning October 20th at the printing and engraving firm's plant in Minneapolis.

Walter Bauer, vice president and sales manager, said, in announcing the dates, that as in the past, the forum meetings will be attended by men and women employed in advertising production departments of Twin City business firms and advertising agencies. The Forum was inaugurated in 1953. It consists of a series of four meetings on graphic arts processes.

Mallon Joins Du Pont

Harry A. Mallon, assistant to the president of Peter F. Mallon, Inc., Long Island City, N. Y., printing firm, has joined the sales staff of the Du Pont Company's Photo Products Department, the company announced in October.

Mr. Mallon will be assigned initially to the department's New York

sales office and will be associated with the sale of photographic products to the printing trade. He will also devote some of his time to new developments in the graphic arts field.

Mr. Mallon, who is 30, attended the New York School of Printing. He entered his father's firm as an order planner and advanced through different positions in the organization to production control manager and, ultimately, executive vice-president.

Texan Honored

Forty years of printing services for James P. Van Huss were recognized recently at a breakfast in the Downtown Club given by the Southwest Printing Co., Dallas. Roy Cowan, president of the firm, presented Mr. Van Huss with a diamond-studded service pin along with 30 other employees who have been with the company 5 or more years. Mr. Van Huss has been with Southwest Printing 33 years.

Walter Soderstrom, manager of the National Association of Photo-

Lithographers and Frank R. Turner, cost accountant for the association were guests at the breakfast. E. D. Malone was awarded a certificate of excellence as a dot etcher in 4-color process offset lithography by the Printing Industry of America. Mr. Malone is the only dot etcher in the Southwest to hold this distinction, Mr. Cowan said.

Plan Big London Show

For ten days next summer Olympia in London may well be one of the largest printing works in the world.

IPEX—1955, the Tenth International Printing Machinery & Allied Trades Exhibition at Olympia, July 5-16, will be held with machines running wherever possible under production conditions.

Hundreds of machines, ranging from giant presses to those of the smallest jobbing printers, will be in action, it is promised.

The layout of the exhibition has been designed so that each night trucks can be driven along the gangways. Hundreds of tons of paper will have to be delivered to the stands, and removed in the form of newspapers, magazines, catalogues, leaflets, etc.

Nearly 500,000 square feet will be in use. Although there will be thousands of exhibits, covering the whole of the printing machinery and allied trades, all under one roof.

Hold Clinics on Economies

A series of Printing for Commerce clinic sessions centered around methods of production economies is being held by the American Institute of Graphic Arts at its headquarters, 13 East 67 St., New York. Under the chairmanship of Charles V. Morris, Henry Lindenmeyr & Son, the clinics are held monthly.

Samuel Tissenbaum, Duenewald Printing Co., was to conduct the November 5 sessions on preparing art and type for camera. On December 3 at 7 p.m., the session will cover the reuse of art and plates and conversions from one process to another. William P. Gleason, The Colonial Press, is to be the speaker. The meetings are not dinner sessions.

Modern Lithography's New Home



FOLLOWING a nationwide trend toward decentralization of industry . . . moving out of the crowded cities into suburban areas . . . MODERN LITHOGRAPHY will move its offices about Dec. 1 to new quarters in Caldwell, N. J. We will occupy our own new building which has been designed specially for us, with the requirements of the trade paper publishing business kept particularly in mind. Our new offices are located approximately 15 miles due west of Midtown Manhattan, and may be reached via the Lincoln Tunnel and routes 3 and 46 in about 25 minutes from New York.

New Address: After December address all correspondence to us at Box 31, Caldwell, N. J.

Advertising Insertion Orders: Direct to the Caldwell address.

Advertising Plates: Should be shipped as usual to our printer,
Modern Lithography
c/o Barnes Printing Co.
229 W. 28th St.
New York 1, N. Y.

*We shall of course be happy to have our friends
visit us at our new quarters*

Empire School Announces Offset Department

THE Empire Linotype School, claimed to be the oldest and largest printing trade school in the world, has just entered the offset field. On October 22, Edwin G. Jenkins, president of the 46-year-old school, announced the inauguration of a complete four-division course in photo-offset lithography, in one of the most modern and up-to-date shops in New York.

The school, located at 206 East 19th Street, has for many years confined its activities to Linotype operation and maintenance, training men and women for this work. Soon after taking over direction of the school about five years ago, Mr. Jenkins added a complete course in hand composition. Later he added a course in Ludlow operation and maintenance.

After a research job to determine just how great was the need for

formally trained offset workers, Mr. Jenkins now has added a complete course in photo-offset. The new course is most realistic and is industry-approved, the school says. Instructors have been drawn from industry to teach it. Of the 900 hours in the course, 300 hours will be devoted to photography and 100 hours to stripping, layout and imposition; 200 hours will make up the course in platemaking and 300 hours will be given to presswork.

Mr. Jenkins also announced the appointment of C. Owen Brantley as administrator of the school. Mr. Brantley, until joining the staff at Empire, was instructor in advertising production management at New York City Community College. Prior to this he was advertising manager for Peter Henderson & Co., New York.

Engravers Re-Elect Murnick

D. H. Murnick, National Engraving and Gravure Co., Oakland, Calif., was re-elected president of the American Photoengravers Assn. at its annual convention held October 11-13 in the Jefferson Hotel, St. Louis. R. C. Walker, Southwestern Engraving Co., Tulsa, was elected first vice president.

The 1955 convention is planned for the Waldorf-Astoria Hotel, New York, October 9-12.

GPO Wins Award

The National Association of Suggestion Systems, at its twelfth annual convention held October 19 in Chicago at the Drake Hotel, presented to the Government Printing Office an award for the highest percentage of increased employee participation in the suggestions program of any federal government agency.

The award, a bronze plaque, was accepted on behalf of the Public Printer by Milton J. Havener, secretary of the Government Printing Office suggestions committee.

Public Printer Raymond Blatten-

berger, commenting in Washington on the winning of the award by the Government Printing Office, attributed to the suggestions program the credit for the introduction of numerous methods and procedures that have helped to reduce overhead or operations costs, or have proved beneficial to employee health or safety.

R. E. Pohl Dies

Robert E. Pohl, a vice-president of the Mead Sales Company, died at his home in Dayton on Oct. 12, after an illness of several months.

He had been associated with Mead for the past 30 years and was elected a vice-president in charge of the Dayton Sales territory in 1950.

Surviving are his wife, two daughters and two sons, three sisters and one brother, nine grandchildren.

Brown Addresses PSA

Albert N. Brown, general manager of the Chicago Lithographic Institute, was a speaker at the convention of the Photographic Society of America at the Drake Hotel, Chicago, last month. In his talk he revealed some

of his "trade secrets" in the art of arranging sequences and series of color photographs, for which he has won considerable nationwide fame, and also explained some of his "tricks" used in making title slides for the illustrated lectures on nature photography that he gives before art and other culture groups around Chicago. In the extensive exhibit of prize photos arranged for the Chicago convention a number of Mr. Brown's were also included.

Canadian Firms Add Presses

London Printing & Litho Co., Ltd., London, Ont., recently put in a Harris 42 x 58" two-color offset press. Other Canadian companies listed among recent Harris-Seybold installations include: General Printers, Ltd., Oshawa, Ont., a 17 x 22"; F. F. Clarke & Co., Toronto, a 22 x 34"; Litho-Print, Ltd., Toronto, a 22 x 34" two-color; Rolph-Clark-Stone, Ltd., Toronto, a 52 x 76" single-color; Gazette Printing Co., Montreal, a 22 x 34" two-color; Key-litho, Ltd., Montreal, a 17 x 22"; Montreal Litho Co., Ltd., Montreal, a 21 x 28"; and Ross-Ellis, Ltd., Montreal, a 21 x 28".

Guild Appoints Representatives

Lee Augustine, vice president of Printing Machinery Co., Cincinnati, and president of the International Printers Supply Salesmen's Guild, has announced the appointment of three representatives-at-large of the Guild. They are Norman L. Rowe, Ideal Roller & Mfg. Co., Long Island City; Carlton Mellick, Miehle Printing Press & Mfg. Co., Chicago; and Myron F. Lewis, *Graphic Arts Monthly*. The first two are past presidents of the International Guild.

McCandlish Expands

To expand their facilities, the McCandlish Lithograph Corporation, Philadelphia, Pennsylvania, recently completed the installation of a new Miehle #61 single-color offset. This is the fifth Miehle offset of that size to be installed at McCandlish in recent years.

L. A. to Hear 100 Talks

More than 100 speaking engagements will be filled by Los Angeles graphic arts representatives in local observance of the 1955 Printing Week, speakers bureau. Other members of the bureau are Cyril Stanley, immediate past president of the Los Angeles Club of Printing House Craftsmen; Reaugh Fisher, apprenticeship coordinator for the Los Angeles Board of Education; Robert Ritterband, of Lincoln Printers, Santa Monica, and Andy Forbis, PIA public relations.

Many of the speakers already have been assigned to address schools, civic organizations and clubs. Exhibits and films will be used in many cases to explain the preparatory steps to producing graphic arts materials.

At the same time, steps were being taken for organization of a permanent Printing Week Council to provide continuity of plans and observances.

The 1955 Printing Week banquet will be held Jan. 20 at the Los Angeles Biltmore Bowl.

Joins Miller

C. F. Richardson (right) has joined the Miller Printing Machinery Co., Pittsburgh, as a sales representative, according to an announcement by A. E. Searle, Jr., vice president in charge of sales for Miller. Mr. Richardson will represent the company in northern Ohio.



Buys O'Connell & Davis

James W. Madden, formerly a San Francisco printing broker, has purchased the printing, lithography and office supply business of O'Connell & Davis, located at 548 Commercial St., San Francisco. The firm will be known as James W. Madden Printing & Office Supplies. Associated in the business with his father is James W. Madden, Jr.

Honolulu Co. Joins NSC

Honolulu Lithographing Co., Honolulu, Hawaii, has enrolled as a member of the National Safety Council's printing and publishing section. Donald O. Brosseau, superintendent, directs the safety program of the firm whose main product is lithographed labels.

Blattenberger to Utah

Public Printer Raymond Blattenberger is to address the third annual convention of the Printing Industry of Utah to be held in Salt Lake City, January 13-15. He will be the keynote speaker at the event which will be held just before Printing Week.

L. A. PIA Building Ready

Occupancy of the Los Angeles PIA's new building at 1434 West 12th St. is scheduled for late November, with an open house tentatively set for early in December.

Stevens at Worcester

William J. Stevens, manager of the Eastern Offset District for Miehle Printing Press & Mfg. Co., New York addressed the Advertising Club of Worcester Oct. 27, in the Hotel Sheraton, Worcester, Mass. He spoke on preparation of art and copy for offset.

**PERFECT
pH CONTROL
for your H₂O**

**BESCO
FOUNTAIN
SOLUTION**

Proper control of the fountain solution is one of the most important details of off-set press work. With Besco Fountain Solution you are assured of perfect pH control. It keeps the plate desensitized, prevents roller stripping, gives good clean, sharp impressions. Can be used with zinc or aluminum. Try it in your presses today.

PRICES	
1 Gal.	\$6.00
4-1 Gal.	\$6.00 less 5%
12-1 Gal.	\$6.00 less 10%
1 Qt.	\$1.75

BRIDGEPORT ENGRAVERS SUPPLY CO.

BRIDGEPORT 2, CONNECTICUT

BOSTON: 287 Atlantic Avenue

CLEVELAND: 1051 Power Avenue

NEW YORK: 525 W. 33 Street

CHICAGO: 900 N. Franklin Street

Litho Club

NEWS



Boston Honors Past Presidents

Boston Litho Club paid tribute to its Past presidents, at the season's first dinner-meeting at Hotel Kenmore, Oct. 4. Left to right: Merrill N. Friend, Spaulding Moss Co., 1951-1952; Albert Koopman, The Murray Printing Co., Wakefield, Mass., 1950-51; Jerry Ferragamo, 1951; George N. Nicholaides, Acme Printing Co., Everett, Mass., incumbent; James F. Beldotte, General Printing Ink, Div., Sun Chemical Corp., 1949-50; Albert H. Wain, Metropolitan Litho & Publishing Co., Everett, Mass., 1953-54; Herbert L. Borden, Hub Offset Co., 1952-53; and James F. Haydock, Forbes Lithograph Mfg. Co., 1948-49.

The late Edward W. Harnish, was the club's first president.

Warren G. Buhler, American Type Founders gave an up-to-date report on dry offset. Mr. Buhler delivered a talk that launched an active question and answer period on the problems that occur in dry offset.

The speaker at the Nov. 8 meeting at the Hotel Kenmore was to be Chester Miller, vice president, W. Oliver Tripp Co., Boston, on the subject, "The Camera."

Also to be featured will be the color motion pictures Mr. Nicholaides took during the 2nd Annual Outing and Clam Bake of the BLC on Oct. 2 at Green Acres, Saxonville, Mass.

At the club's October meeting, the PDI Lithengrave and Lithure bi-metal offset plates were the announced subject.

The club has announced four new members: George H. Scheible, Joseph H. Murrelle, Bernard Michlin, and Harry M. Clar. Incorporation of the club was concluded recently by Harold Rechin, George Lennox and Joe Kremer.

The Christmas party is being planned by chairman Al Eisenbraun. It will be held at the Seneca Hotel, and details will be announced locally.

Cleveland Hears Panel

The Cleveland Litho Club held a panel discussion at Moose Hall as the feature of its meeting October 28. Original plans, cancelled late in October called for a tour of the Dyment Co. mounting and finishing plant. In addition, Harold Dyment was to give a talk on mounting and finishing.

The November meeting of the club has been moved up to Nov. 23, and plans already have been made for the annual Christmas stag party, Dec. 6. There will be a turkey dinner, strolling musicians, movies and a talk on football by members of the Cleveland Browns. Club members have another party to attend—the annual Litho Club-Printing House Craftsmen joint dinner dance and Christmas party, which is scheduled for Dec. 11 in the Rainbow room of the Hotel Carter.

New members of the club include: Donald A. Schmitt and Richard L. Dawley, American Greeting Publishers; Walter H. Frick, Nela Press; Earl Windows, Alling & Cory Paper Co.; Kenneth R. Hepler, Merrick Litho Co.; and Charles C. Schafer, and Leonard Stone, Multicolor Offset & Printing Corp.

Classes in stripping and opaquing, plate making and color correction are being given at the litho trade school. Instructors include William Sweigard and William Becke, Copyfyer Corp., and Edward Matusak, Photo Litho Plate Co. Paul Cole, Central Lithograph Co., will teach a class in presswork to be started soon.

Detroit Sees Silk Screen

A talk on silk screen printing and a tour of a silk screen plant were featured at the October meeting of the Detroit Litho Club. James and Courtney Morgan of the Morgan Process Co., conducted the tour through their plant, then answered questions about the process. They also showed numerous examples of advertising material printed by silk screen.

After a dinner at Carl's Chop House for 67 members and 22 guests, a movie entitled "Cut It Out" was shown by a representative of Ulano Co. The film explained the steps in cutting a silk screen stencil by hand, adhering the stencil to the silk and printing the job.

Kenneth Burt, of Commercial Printing and Imprinting Co., was to announce nominations for officers at the Nov. 11 meeting, with elections to follow. Also listed for the meeting is a movie on the use of the Densitometer.

Show Press at Rochester

William J. Stevens and G. W. Bassett, Miehle Printing Press & Mfg. Co., were scheduled to speak at the November 9 meeting of the Rochester Litho Club, and to put on a demonstration of the Miehle #17 Litho-print press. The press was to be set up in the banquet hall of Lorenzo's restaurant. Members of the Litho Club as well as men from the Craftsmen's Club were expected to attend.

Books and other Aids . . .

How to Prepare Art and Copy for Offset Lithography

By William J. Stevens
and John McKinvan

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Litho Expansion Forecast

A bright future for lithography, along with the economy of the nation as a whole was forecast to members of the New York Litho Club last month at the first fall meeting of the organization in the Building Trades Club.

Ren Perry, vice president of Harris Seybold Co., speaking on the subject "Where Do We Go From Here," cited figures and presented a film to support his contention that the outlook is optimistic for business in the United States, particularly in lithography and other phases of the graphic arts.

Mr. Perry stressed the big volume of litho business carried on in the New York metropolitan area, which he said represents 25 per cent of the litho business in the country. A table of some of the major figures quoted by Mr. Perry on the litho situation in the United States and the New York area, is included in the accompanying box.

Looking to the future, Mr. Perry, who was presented with a crystal ball and a fortune teller's headdress by a pretty young lady to aid him in seeing the future, declared that business in the metropolitan area would jump from \$250,000,000 current figure to \$350,000,000 in 1960. He said 20 four-color offset presses would be added in the New York area by that year and that color television would stimulate sales of color litho work.

An increase in national annual volume of litho work from the present total of \$1 billion to \$1½ billion was Mr. Perry's major prediction of the evening. The film illustrated the changes which are taking place in the country and the needs which result from these changes as stimulants to more business.

Next meeting of the club is Nov. 17. The big Christmas party, in conjunction with several other graphic arts groups, is planned for December. Election of new officers is on the agenda for the November meeting. Serving on the nominating committee are Ruby Wahl, Kindred MacLean & Co.; William Carey, Sweeney Lithograph Co.; and John Scharffenberger, Daniel Murphy & Co.

A Quick Look at the Litho Industry

Following are figures taken from a talk by Ren Perry, vice president of Harris-Seybold Co., given before a meeting of the New York Litho Club, Oct. 27.

U.S. annual volume of litho business.....	\$1,000,000,000
PREDICTED for 1960.....	1,500,000,000
New York Metropolitan Area.....	250,000,000
PREDICTED for 1960.....	350,000,000
Value of offset presses purchased by litho firms in a year in New York area.....	20,000,000
Percentage of New York State litho work done in New York City area.....	90%
Percentage of U. S. production of greeting cards by litho in New York City area.....	25%
Percentage of U. S. production of books by offset in New York City area.....	50%
Number four-color offset presses in U.S. and Canada	165
ADDITIONAL four-color offset presses PREDICTED for New York City area by 1960	20



80 at Cincinnati Meeting

The development of rollers for lithographic printing, and the effects of new types of inks on rollers, were discussed at a dinner meeting of the Cincinnati Litho Club on Oct. 12 in Hotel Alms, with about 80 members and guests present.

The speakers were James Spevacek, sales engineer, and Otto Urech, chief rubber chemist, Sam'l Bingham's Son Manufacturing Co.

Plans are underway by the club's board of governors for an elaborate

program at a dinner meeting next February to commemorate the 10th anniversary of the club.

Smith Talks at Dallas

Gerry Smith, Eastman Kodak Co., talked at the October 5 meeting of the Dallas Litho Club, as members gathered at the Eastman headquarters at 6300 Cedar Springs. Mr. Smith showed a movie on offset lithography and demonstrated new products and techniques.

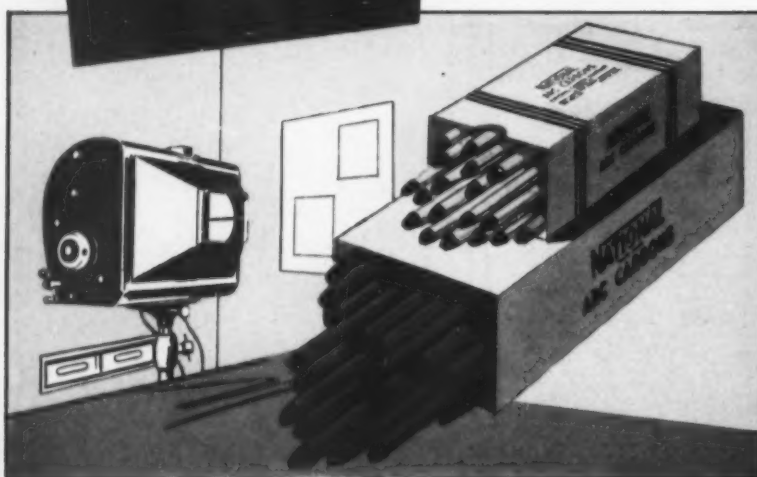


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At Boston Outing

After Hurricane Edna washed out the Boston Litho Club's outing Sept. 11, the club held it on Oct. 2 at Green Acres, Saxonville, Mass. Except for a short outburst of rain on the second try, the weatherman smiled on the effort. Attendance was 150, for a full program of softball, horseshoes, cards, volleyball, badminton, shuffle board and golf, plus a New England clam bake.

Top: Seventh inning stretch of the softball game. Left, with ball, Albert H. Wain, Metropolitan Litho & Publishing Co., immediate past president; at right, George N. Nicolaides, Acme Printing Co., club president.

At right, (L-R): Burt Reed, of W. Oliver Tripp Co.; William F. Mason, Forbes Lithograph Mfg. Co.; George N. Nicolaides,



Acme Printing Co.; Willard K. Joyce, Miehle Printing Press & Mfg. Co.; chairman of outing committee; Thomas J. Cain, Hub Offset

Co.; and R. Curtis Reed, IPI. Burt and Curt are brothers, and they comprised the outing committee with the above.

Makarius Addresses Twin City

Theodore Makarius of Pope & Gray Inc. spoke on pressroom production problems at the October meeting of the Twin City Litho Club at the Criterion Cafe in St. Paul. More than 60 members and guests heard the talk.

Axel Lundgren, Louis F. Dow Co., was elected president of the club for the coming year. Other officers are Edward Sorenson, John Roberts Printing, vice president; Marvin Haenze, Photo-Matic, treasurer, and Paul Rudin, secretary. Named to the board of governors were George Kueppers, Brown & Bigelow; Roger Strand and Len Holzinger, Photo-Matic; Rune Hedenskoog, H. M. Smyth Printing; and N. Albrecht, Offset Service.

L. A. Club Stirring

Efforts to organize a Litho Club in Los Angeles are under way again. If there is sufficient interest shown by men in the area a club will get under way. Information is available from Ray Schussler, 857 S. San Pedro St., Los Angeles 14, or Tom Dalziel, Crestview 4-7317.

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Washington Nominates Krebs

Leo B. Krebs, National Publishing Co., present vice president of the Washington Litho Club, was nominated for president of the club, it was announced in October. Frank H. Mortimer, Government Printing Office, is now president. Other officers nominated are Dave Fell, Navy Dept., vice president; H. Thomas Driver, Batt, Bates & Co., secretary; and James H. Ott, Navy Dept., treasurer.

Commercial men for the board of governors are Milton J. Eckert,

Columbia Planograph Co.; Virgil N. Clymer, Review & Herald Publ. Co.; John Spears, Williams & Heintz Litho. Corp.; John Dooley, Washington Planograph Co.; and Mainard Burgess, Stant Lithograph Service. From the government, the following were nominated for the board: Joseph Hamm, Dept. of Agriculture; Frank Schwedhelm, Interior Dept.; Milton H. Egger, Army Map Service; Raymond E. Geegh, GPO; and Charles V. McFadden, Navy. Associate members nominated are Wilson Burgess,

Whitaker Paper Co., and Don Moler, of Don Moler, Inc.

Election was planned for the regular meeting on November 23.

William J. Stevens, Michle Printing Press & Mfg. Co. is to speak at the November meeting at the Continental Hotel.

Mack at Connecticut

Norman Mack, Printing Developments, Inc., was to discuss hard metal plates as the feature of the November 5 meeting of the Connecticut Valley Litho Club. His talk on these plates, which include the bi-metal type of offset plates, was to be illustrated with samples of plates, and color slides.

The meeting was to be at the Bond Hotel, Hartford. Walter B. Dulak, Sinclair & Carroll Co., is president of the club.

Phila. Re-Elects Starkey

J. Leonard Starkey, Edward Stern & Co., was re-elected president of the Litho Club of Philadelphia at its annual election meeting October 25 at the Poor Richard Club. The balance of the slate of officers is Stephen Rubinstein, Colorcraft Lithoplate Co., vice president; Joseph Winterburg, Phillips & Jacobs Co., secretary; and Andrew Given, National Decalcomania Co., treasurer.

Three new members were elected to the board of governors: Joseph Selm, World Press; William Weiss, Weiller Co.; and Russell Johnson, DuPont Co. Printing Dept. Associate member of the board, James Killian, of Glenn-Killian Ink Co., was elected.

Dr. J. Wolfgang Lickfeldt, billed as an eminent European graphic arts expert, addressed the club on the general subjects of dry and wet offset. It turned out to be far from a dry subject as it became apparent that the "Dr." was a capable humorist brought in by the program committee as a change of pace.

The club's November 22 meeting is to feature formal installation of the officers, with Jack Blades, Washington, president of the National Assn. of Litho Clubs, on hand for cere-

Continued on Page 107

"MOISTURE CONTROL

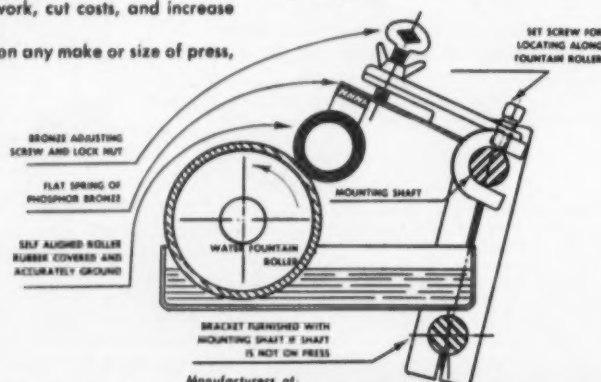
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Speeds Pre-S Plate Developing

Alum-O-Lith, Inc., 5601 Valley Blvd., Los Angeles, has announced the development of D.L.G., a new presensitized plate developer that combines the processes of desensitizing, lacquering and gumming into one simple step.

According to Elmer Deal, Alum-O-Lith technical director and pioneer in the presensitized field, processing of the Alum-O-Lith double duty plate is now done by pouring a small amount of D.L.G. on the plate and then lightly scrubbing the entire surface of the plate with a fine cellulose sponge. The image appears almost instantly, the plate-maker wipes the plate down dry, and it's completely processed and ready for the press; desensitized, lacquered and gummed.

Mr. Deal reports that in addition to saving processing time, D.L.G. eliminates the necessity for a shelf full of chemicals, cotton and bowls or a ready water supply. The new D.L.G. method makes it possible for the platemaker to process a perfect, lacquered plate in a matter of seconds, he said.

Premier Distributes Ozalith

Premier Graining Company, Chicago, has been named national distributor for Ozalith sensitized positive aluminum and paper offset plates, claimed to be the first sensitized positive offset plates offered in exact press specification gauges.

Ozalith was developed and is manufactured by Ozalid, division of

General Aniline & Film Corp., in conjunction with Silverlith Corporation. This grained sensitized offset positive plate provides an aluminum plate for any offset press, which can be completed from translucent original or from film positives to run in a few minutes of processing time.

The manufacturers say that the plates have long shelf life because of their stability, exceptionally high contrast and a durable coated base. On the press, they ink up easily and resist scumming. Plates are available in all

sizes up to and including 25½" x 36". Complete information is available from Premier Graining Company, 2440 S. Prairie Avenue, Chicago 16.

New Corner Cutter

A new motor driven corner cutter that will cut 4½" lifts of stock has been announced by Southworth Machine Co., Portland, Maine. This new machine is suitable for all types of cornering, round or straight, the company says.

Definitive Work on Displays

POINT OF PURCHASE CARDBOARD DISPLAYS by Victor Strauss. Presentation Press, P. O. Box 3, Planetarium Station, New York 24, N. Y.: 218 pp; 867 illustrations. Price, \$15.00.

This probably is the most comprehensive book on displays that has ever been assembled. It presents prototypes of the most important kinds of cardboard displays from baskets and toppers and dispensing units to flasher and animated individual units and complete window sets. These 147 prototypes are excellently presented and will prove a most valuable aid for selecting the right kind of displays.

All 147 prototypes are individually described in all detail in the following section of the book. Hundreds of blueprints will enable everyone versed in the craft to design and produce the displays presented in the previous section. The whole discussion includes stocks, diecutting, assembly and setup and is completely cross-referenced.

Another section is the "Notebook." Here is a mine of information on easels, on all



recurring elements of cardboard construction, including flashers and solenoid motors. This part of the book also develops a complete nomenclature for hundreds of objects that have not yet reached this stage.

In the plant section, the most important manufacturing processes are discussed and their relative merits and functions explained. This section too is amply illustrated.

The whole manual is so well conceived and executed that it might very well become the definitive work of the industry.

A brochure describing this manual in more detail is available from Presentation Press. The book was lithographed by Repro Art Co., Long Island City.

New Book on Paper

"The Story of Papermaking" (220 pages, \$5.00) by Edwin Sutermeister, recently published by S. D. Warren Company and distributed by R. R. Bowker Company, 62 West 45th Street, New York, provides a brief, non-technical coverage of the art and science of present-day papermaking and offers a short, readable history of the industry. Edwin Sutermeister is a former research scientist for S. D. Warren Co.

The focus of the book is less on

the history of paper than on the art and the science of modern papermaking. The book goes deeper than the usual primer yet remains far more readable than a technical manual. It has complete coverage of every step in the manufacture of paper from a study of the non-woody fibrous materials to the final process of calendering and finishing. A guide to various paper grades, complete with definitions, provides a helpful "condensed dictionary" at the end of the book.

Nekoosa Profits Up

Paper sales revenues of Nekoosa-Edwards Paper Company, Port Edwards, Wisconsin, are expected to reach an all-time high of \$28 million in 1954. This was disclosed in a nine months interim report to shareholders, John E. Alexander, president and general manager, announced.

Shipments of paper for the first nine months of the year amounted to 77,640 tons, approximately 2,000 tons more than were shipped during the same period last year. Sales revenues, the report showed, were about four per cent higher than the previous year.

This increased sales volume resulted in a profit before income taxes of \$3.6 million, compared to \$3.2 million for a corresponding period in 1953. Net income in 1954 is \$1.6 million, or \$4.65 per share, compared with \$1.4 million and \$4.09 per share last year.

It's A Robertson Camera

The new Robertson "320" camera, shown on page 102B in October *ML*, was labeled in the caption as a Ropport camera. While the camera was displayed at the NAPL convention in New York by Roberts & Porter, which sells it, the equipment is manufactured by Robertson Photo-mechanix, Inc., Chicago.

Broadston Marks 80th Birthday

Andrew E. Broadston, widely known in the lithographic industry, recently celebrated his 80th birthday at his home in Cincinnati. He pioneered in the development of metal lithographic plates and in litho papers, and for a period he was head of research for the Lithographic Technical Foundation. Mr. Broadston retired 17 years ago. A son, Theodore, is eastern sales manager for Harris-Seybold Co.

Mrs. Mayfield Speaks

Mrs. Jeane Bourges Mayfield, of Bourges, Inc., was to speak on the preparation of art work for color printing through the Bourges process, at the November 9 meeting of the Women in Graphic Arts, Philadelphia.

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Comprehensive Photo Volume

("THE THEORY OF THE PHOTOGRAPHIC PROCESS." DR. C. E. KENNETH MEES. Revised Edition, 1954, 1133 pages, Price \$21.50. The MacMillan Company.)

Reviewed by Herbert P. Paschel, Book Review Editor.

The majority of authoritative books on the photographic process treat the subject without regard for the specific requirements and methods of such specialized applications as are found in the Graphic Arts. As a result, very little literature exists in which the lithographic cameraman can find information which is directly related to his everyday problems. Because of this he must exercise extreme care in selecting his reference books. Only by reliance on works which are technically thorough and precise can he hope to establish the proper foundation for his knowledge and relate it to his work.

Although also lacking coverage of lithographic applications, the latest edition of "The Theory of the Photographic Process" will provide a complete and accurate understanding of the phenomena upon which all photographic applications are based. This work is definitely not of the "how-to-do-it" variety and abstains from quoting formulary and technique. Instead, the book is a rather complete compilation of photographic theory based on the most modern concepts of the physical and chemical phenomena involved. Its authority is beyond question since the book is the collective efforts of Dr. Mees and some 23 or more associates, all of whom are world recognized specialists in photographic science. Dr. Mees is a Kodak vice president in charge of research, and his collaborators are staff members of Kodak Research Laboratories in Rochester, New York, and Harrow, England. The present edition is a revision of the original work which was first published in 1942. Most of the material has been completely revised and largely rewritten to bring the text abreast of the progress made during the past 12 years. Several entirely new chapters have been added, among them one on the Sensitometry of Color Films and Papers.

The subject matter is well organized and written in a style that

makes for easy reading. The volume is more than adequately indexed and annotated. The bibliography alone adds considerable value and usefulness to the book. A total of 25 chapters cover, in detail, the five main divisions of the subject. These are—The Photographic Material; The Action of Radiation; Optical Sensitizing; Development and the After-Processes and, The Physics of the Photographic Process. Part 1 discusses the basic properties of light-sensitive material and its com-

ponents. Part 2 outlines the effect of radiant energy on the sensitive material and the various types of exposure effects attainable. How an emulsion is rendered sensitive to specific wavelengths of light is the theme of Part 3. Development, fixation, washing and after-treatment, such as intensification, reduction and toning, are the partial topics of Part 4. Part 5 is concerned with the physics of photography and embraces such aspects as sensitometry (both black and white and color), the

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structure of the developed image, and the theory of tone reproduction.

The treatment of the subject is far more comprehensive than this sketchy summary would indicate. Of particular interest to lithographic cameramen are the chapters on tone reproduction and sensitometry, the understanding and application of which would make possible significant improvements in color reproduction.

It is regrettable that the comparatively high price will prove to be an obstacle in getting this worthwhile volume in the hands of every

working photographer. At the very least, a copy of this book should be part of the reference library of every plant.

Screen Prints Dry in 5 Sec.

A new experimental screen process print dryer which dries silk screen prints so they can be stacked, without offset, in five seconds or less has been developed by the Eastman Kodak Company.

Based on principles developed by Kodak to speed the drying of photographic films, the new unit is believed to be the fastest means of dry-

ing screen process prints yet devised. It is expected to suggest a practical and economical means of removing the drying bottleneck from screen process operations.

New Offset Paper

A new paper made especially for offset lithography has been announced by Eastern Corp., Bangor, Maine. The new sheet is the result of several years development, based in part on Eastern's long experience in the making of quality offset papeterie papers for the greeting card field, the company says.

This latest addition to the Atlantic line is a "bright white" sheet available in all popular sizes and weights, both in regular and vellum finishes. According to the manufacturer, the major problems which were tackled and solved were those affecting dimensional stability, affinity for offset inks and a brighter color. Careful attention was paid to traditional problems experienced by lithographers, such as pick and lint.

Atlantic offset is now being distributed through Eastern merchant distributors of the Atlantic line of watermark papers.

New Wipe Introduced

A highly-absorbent, lint-resistant, 4-ply cellulose wipe with good wet-strength has been introduced to the lithographic plate-making trade, Sorg Paper Company, Middletown, O., announced last month. The product is Kay-Pees Platewipes and will be sold through lithographic supply houses. It was designed to replace cloth or rag wipes and has the advantage of disposability and economy while serving the same purpose as commonly used cotton wipes, according to the company.

Gilbert Appoints

The Gilbert Paper Co., Menasha, Wis., has announced the appointment of Randall H. Decker, Jr., as representative in the eastern territory, out of the New York office. Mr. Decker was formerly with Schuylkill Paper Co., Philadelphia, as manager of its Wilmington branch.

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New One-Step Washup: Principles Reviewed

A NEW single solution wash-up method for cleaning offset press ink rollers has just been announced by Knox Soap Co., 330 West Cermak Rd., Chicago 23, Ill. The company reports that the new one-step solution is faster and more efficient than the three-step solution which the company originated. The new method permits a changeover from black ink to yellow in a single treatment which can be performed in three to ten minutes.

The new product will not harm plates, and is non-toxic. It will not harm any type of rollers now in general use, the company reports. Its flash point is 152°F., meeting the safety requirements of every city in the U.S., thus offering greater freedom from fire hazards than do solvents commonly used for press wash-ups. The product is called "Little Benjy, The Pressman's Helper."

In making the announcement, Knox Soap Co. reviewed at some length the scientific principles involved in removing ink from rollers, and the developments leading to the introduction of the first three-step wash-up method.

The Lithographic Technical Foundation made the first announcement of the new method several years ago, after its research staff tested the new solutions which were developed by the private research of Knox Soap. The new system was described as the first advancement in removing ink from rollers in 25 years. Soon after this first development, Knox began research to develop a single solution ink roller cleaner that did as good a job as the three-step method.

The Knox announcement states, "The reasons for difficulty in thoroughly removing ink were never very seriously investigated until Knox became interested in the problem. Knox called in a group of physical chemists headed by John A. Hinckley. The results of this group's initial work were outlined in a technical paper that Hinckley presented before a meeting of the Technical Association of the Graphic Arts (TAGA).

"In general, two problems exist

when you clean anything. The first job is to get the dirt off. The second job is to *keep* the dirt off so that when the solvent is removed it takes the dirt with it. The faster that a cleaner can remove dirt and the more dirt the cleaner can hold, the better it is.

"Basically, ink is a combination of pigment and vehicle. The vehicle offers no particular problem. Most solvents can remove it easily. It is the pigment that gives us trouble.

"When you clean up a press with

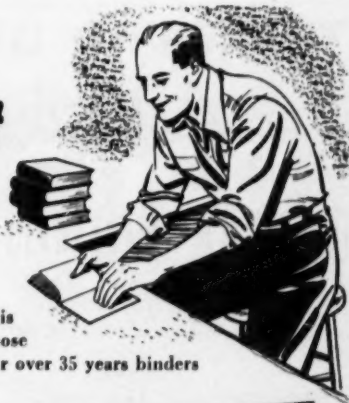
kerosene or gasoline, particles of ink pigment come off the rollers and go into the solvent. But the solvent can hold only so many. When it has all it can carry, it has reached a balance or "equilibrium." After this time, when additional particles of pigment leave the rollers and enter the solvent an equal number leave the solvent and go back on the rollers.

"So, the first factor is the 'capacity' or 'efficiency' of a particular solvent, that is, the amount of pigment that the solvent can remove.

"The next important factor is the amount of time that is required for a solvent and the pigment particles to reach equilibrium. This is where

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simple solvents like kerosene and gasoline fall down.

"For example, kerosene has an efficiency of about 95%. This means that the first application can remove and hold about 95% of the pigment particles, leaving 5% still on the rollers. The next application will remove about 95% of the remaining 5%.

"This sounds good until the time factor is considered. It takes about an hour for an application of kerosene to reach equilibrium or to pick up all the pigment particles that it can carry. In other words you'd have to soak the rollers in kerosene for an hour to realize its potential 95% efficiency.

"When you clean up a press, the rollers are moving. The time that the solvent is in contact with them is very short. So, instead of having an efficiency of 95%, kerosene actually has a working efficiency of only about 30%. On moving rollers then, it would take about 25 applications of kerosene to do a thorough cleaning job.

"These are the reasons that it takes so long to clean a press thoroughly with ordinary solvents.

"When Hinckley was working out a new press cleaning system, he had one big question to answer: 'What determines the time required for a solvent and particles of pigment to

reach equilibrium?' Here is what happens according to his paper.

"The pigment particles on the rollers become electrically charged. This makes them move off the rollers. The faster the particles can be charged, the faster they will leave the rollers and move into the solvent. The charge on all the particles is the same. This makes them repel one another and remain suspended in the solvent.

"It is the solvent itself that determines how fast the particles become charged. In Hinckley's initial work, he found a class of compounds that cause pigment particles to become charged very quickly. Compared with kerosene, these compounds are said to have an equilibrium efficiency of 98% (3% more than kerosene and, most important, an efficiency of 85% on moving rollers—55% greater than kerosene). In other words, four applications of these solvents did as much cleaning as 25 applications of kerosene.

"With these particular compounds, it was necessary to use one solution that would quickly charge the particles, another solution that would wash them off the rollers without removing the electrical charge, and a third, quick drying, solution to clean the second one off the rollers. You couldn't use an ordinary solvent for the No. 2 solution because it would discharge the pigment particles. The particles would then immediately move back onto the rollers and cling there like iron filings on a magnet.

"This is why three matched solutions had to be used. The new wash-up system quickly gained acceptance and wide use.

"However, the disadvantages of the system prompted Knox to resume research to see if they could be overcome. The aim was a single solution that (1) would be harmless to all types of rollers, (2) have no effect on gummed plates, (3) clean as well as or better than the original 3-solution method, (4) contain nothing toxic, and (5) would dry rapidly yet have a high flash point.

"There was no effective test available that would show just how good a particular cleaner might be. All previous work had been guided by

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actual plant tests, that is, applying different cleaners to inked presses and evaluating the results visually. Since the new research program would require the evaluation and testing of literally hundreds of compounds, it was obvious that laboratory testing by washing-up small presses would never do the job effectively.

"So, the first problem was to develop a workable test for the pigment removing ability of different compounds. After working for almost a year and a half, a simple 'test-tube' type of evaluation system was finally worked out.

LITHO CLUBS

(Continued from Page 100)

monies. The speaker will be John Hallstrom, vice president in charge of sales for Edward Stern & Co., Philadelphia.

No meeting is planned for December, and in January the club will participate in the Printing Week observances with other graphic arts organizations. February 12 is the annual ladies night, and at the regular meeting that month the annual quiz is planned.

New members joining the club recently include:

Fred Klinger, Royer G. Schwartz, John DePaul and Colin M. Townsend, Jr., Lehigh Press; Howard G. Fleisher and H. W. Kurtzman, Mail-Vertising, Inc.; George Fitzsimmons, Graphic Arts, Inc.; Mario Casulli, Majestic Press; Edward Byles, Lithographic Service; and William Borlase and Herbert Benn, Colorcraft Litho Plate Co.; John B. Comisky, Price Bros., Bridgeton, N. J.; Harry D. Reichert, Jr., Harry D. Reichert Co.; and Robert B. Long and James Szakacks, Quality Litho.

Houston Hears About Lamps

A display of arc lamps was featured at the October 5 meeting of the Houston Litho Club. A lecture on technical aspects of illumination accompanied the display, including information on operation and maintenance of the lamps.

Dallas Visits Eastman

Members of the Dallas Litho Club visited the Eastman Kodak plant on Cedar Springs St., Oct. 5 for the regular monthly meeting. Gerald Smith, of Eastman, was host to the lithographers. The annual fishing trip for the club was held Oct. 2 at Texoma, near Pottsboro, Tex.


Milwaukee Holds Dance

The annual fall dance of the Mil-

waukee Litho Club was held October 30 at the Elk's Club, that city. Committeemen in charge included Peter Brogle, Herb Burr, Francis Leygraf, Vlad Sova, Irv Simon, and Eugene Stefanski.

The club also held a regular October meeting on the 26th at Moser's Cafe, and heard a talk by Emmet E. Flaherty, Gaetjens, Berger & Wirth, Inc. Mr. Flaherty, who teaches at the Chicago Lithographic Institute, was to discuss inks and presswork.

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Chapter

1. **Properties of Inks** . . . Review of physical characteristics; general types of inks; steps in manufacture of inks; definition of terms.
2. **Purchasing Printing Inks** . . . Ink requirements and specifications; "doctoring inks"; selecting your supplier; estimating ink consumption for offset work and letterpress; ink coverage chart.
3. **The Private Ink Plant** . . . Analyzing some of the misconceptions as to the advantages of operating your own ink plant; discussion of the "basic ink system."
4. **Manipulation of Ink** . . . Color matching and what the pressman can safely do to "adjust" inks; ink storage, shelf life; additions of reducer, drier, varnish, etc.; improving body.
5. **Inorganic Pigments** . . . Properties and characteristics of pigments as they affect inks; discussions of natural and manufactured mineral pigments; charts showing properties and uses of ten mineral pigments and 18 important inorganic pigments.
6. **Organic Pigments** . . . History, preparation of intermediates; charts showing properties and uses of more than 45 important organic pigments; classification of dyestuffs.
7. **Black Pigments** . . . General discussion; characteristics and manufacture; lampblack; furnace black; thermal decomposition blacks; mineral black; manganese black; graphite; iron oxide black.
8. **Printing Ink Vehicles** . . . Vegetable drying oils; linseed oil and linseed oil varnishes; lithographic varnish; chinawood or tung

Chapter

- oil; soybean, oiticica oil; vegetable semi-and non-drying oils; alkyd, fish, rosin, fatty acid, mineral oils; pitch varnishes.
9. **Driers and Drying** . . . The six methods of drying; theories of drying; paste driers, japan driers; concentrated driers; cobalt driers.
 10. **Letterpress Inks** . . . Ink classification, specification of stock; job press inks; automatic press inks; flatbed cylinder press inks; web press inks; required properties of the inks; relation of ink to stock; inks for various stocks and their requirements; halftone black inks and process inks.
 11. **Lithographic Ink** . . . Requirements and characteristics are given for lithographic inks; offset printing inks; dry offset printing inks, etc.
 12. **Intaglio Printing Inks** . . . Requirements of inks for intaglio printing; copper plate engraving inks; steel plate engraving inks; stamping inks; photogravure inks; rotogravure inks; classification of rotogravure inks.
 13. **New Type of Inks** . . . Thermosetting inks; synthetic litho inks; hot wax inks; aniline inks; steam-set or moisture set inks; pressure set inks; silk screen inks; metallic inks; water color inks.
 14. **Testing of Inks** . . . Equipment needed; dry color testing for strength; resistance, permanence, particle size, etc.
 15. **Ink Problems and Remedies** . . . Ink difficulties encountered in letterpress and lithographic printing are detailed, listing the symptoms, causes and suggested remedies.

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Technical

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Photography, Tone and Color Correction

High-Brightness Xenon Compact Arc Lamp. W. T. Anderson, Jr. *Journal of the Society of Motion Picture and Television Engineers* 63, No. 3, September, 1954, pages 96-97 (2 pages). Xenon compact arc lamps have been developed which have high brightnesses, spectral-energy distributions in the visible spectrum resembling closely that of sunlight, and color temperatures of 5200 to 6000 K. A 1000-w lamp for a-c operation is described and its characteristics enumerated. When these lamps are operated on suitable a-c electrical circuits, they may be used very satisfactorily in portable equipment for projection of 16mm. film by CinemaScope and 3-D optical systems.

A New Method of Reversal Processing. Kodak, Ltd. *Process Engravers Monthly* 61, No. 721, January, 1954, pages 10 and 13 (2 pages). In the past, reversal processing of line and half-tone images has not been widely practiced because of the unsuitable characteristics of the materials available. In giving sufficient exposure to reach the base of a material through a comparatively thick-coated emulsion, fine detail was often lost. "Kodalith" materials, with their thin emulsion coating and physical hardness, are well suited to reversal processing. They reverse very easily and by using them with the etch bleach method a relief image is obtained; the gelatine surrounding the metallic silver (resulting from the first exposure and development) is dissolved away. Thus, transparent areas on the final negative or positive consist of the clearbase itself. Maximum brilliance is secured and (unlike other reversal meth-

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ods) there is no danger that residual gelatine will cause staining.

The Concept of the Characteristic Curve. W. L. Rhodes. *Modern Lithography* 22, No. 8, August, 1954, pages 48-50, 56-57 (5 pages). Use of a densitometer is advocated for measurement of tone values in original, half-tone negatives, and press sheet. From these data characteristic curves are constructed which show the relationship between halftone and print, and from which the original-versus-half-tone relationships can be determined. This information can be used to set specifications for halftones, and the densitometer can be used to check halftones for conformity to specifications. The use of these techniques tends not only to improve average quality, but also to increase efficiency of plant operation.

Planographic Printing Process

***Light-Sensitive Layers for the Printing Industry.** U. S. Patent 2,687,958. Wilhelm Neugebauer. *Official Gazette* 685, No. 5, August 31, 1954, page 1118. 1. Light sensitive material suitable for use in the manufacture of printing plates comprising a base and a light sensitive layer thereon, said layer including a polyacrylamide in which both hydrogen atoms of the NH_2 group are substituted by alkyl radicals and an azido compound which is an alkali salt of 4,4'-diazidostilbene-2,2'-disulfonic acid.

***Lithographic Printing Plates.** S. D. Warren Company. *French Patent* 1,031,702. *Le Procédé* 50, Nos. 3-4, March-April, 1954, pages 30-1 (in French); *Printing Abstracts* 9, No. 6, June, 1954, page 447. A surface bearing a coating of

an organic substance, e.g., gum arabic, or a sheet of paper with a more resistant backing, is treated with a solution of potassium permanganate, which is reduced by the organic substance to the state of brown hydrated manganese dioxide; the water-receptive properties of the surface are thereby improved. The permanganate solution can have added to it cupric or ferric chloride or an aqueous suspension of colloidal silica which would contribute to the graining of the surface.

***Manufacture of Photo Lithographic Diazotype Printing Foils.** *British Patent* 707,378. Kalle and Co. A.G. *Printing Abstracts* 9, No. 6, June, 1954, 446. The plate, consisting of a base having a hydrophilic surface, and as light-sensitive constituent a diazo compound which becomes oleophilic under the action of light, is exposed to light and then provided with a water-soluble film-like coating (e.g., of dextrin).

***Diazotype Lithographic Printing Plates.** *French Patent* 1,023,412. B. Osterseizer and W. Mauss. *Printing Abstracts* 9, No. 6, June, 1954, page 446. Printing plates prepared with the aid of an ester or amide of a sulphonc or carboxylic acid of 2-diazonaphthol-(1) or 1-diazonaphthol-(3) as sensitizer are claimed. A photoprint of this patent may be obtained from the U.S. Patent Office, Washington 25, D. C.

***Method of Treating Aluminum Sheets for Use as Printing Surfaces on Offset Presses.** U. S. Patent 2,687,373. Willy Hering. *Marathon Graphic Arts Abstracts* 1, No. 9, September, 1954, page 119. The procedure comprises electrolytic (anodic) treatment of the sheet with a low voltage alternating current to obtain thereon a surface layer of porous aluminum oxide. The sheet then is treated with ammonium hydroxide solution to neutralize residual acid in the pores, whereupon these are closed by depositing therein a volatile organic solvent dispersion of magnesium oxide by evaporation of the volatile solvent, after which a coating of sensitizer can be applied to the treated surface.

***Materials and Processes for Photo-mechanical Reproduction.** *British Patent* 706,879. Kalle and Co. A.G. *Printing Abstracts* 9, No. 6, June, 1954, page 445. A light-sensitive material contains as light-sensitive constituent a water-insoluble azo dyestuff containing at least one residue of an *o*-quinone diazide in the molecule and at least one auxochromic group in addition to the azo group and which is derived from a sulphonc acid or carboxylic acid of the *o*-quinone diazide, the azo-dyestuff residue of the molecule being coupled in an ester-like or amide-like manner to the sulphonc acid or carboxylic acid group.

***Sensitization of Colloids by Azidoaromatic Compounds.** *French Patent* 1,025,736. B. Osterseizer, W. Mauss and M. Kuhl. *Le Procédé* 50, Nos. 3-4, March-April, 1954, page 29 (in French); *Printing Abstracts* 9, No. 6, June, 1954, page 446. After exposure to light of sensitive



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coatings on metal, prepared in accordance with French Patent 886,716, and removal of the non-insolubilized portions, the plate is subjected to a temperature between 200° and 400° C.; the baked coating is ink-receptive.

Paper and Ink

***The Quality of Paper and Board in Relation To Its Usage — Printing.** H.H.T. Alway. *World's Paper Trade Review* 141, No. 23, June 10, 1954, pages 1842, 1844, 1846, 1848 and 1850; *Bulletin of the Institute of Paper Chemistry* 24, No. 12, August, 1954, page 1000. The present position is examined of the possibilities of assessing the printing quality of papers and boards as a result of instrumentation studies of the individual properties. The development of a precision proof press as a confirmation of printing quality and as an alternative method of evaluation is described, the emphasis being on the effect of paper and board on the color, the drying, the gloss, and the half-tone fidelity of the finished print. Although a few of the fundamental background problems relating to the assessment of paper quality by instrumentation studies alone have been solved and others brought into clearer focus, much still remains to be done before the proof press can be regarded as a purely confirmatory check rather than a necessary auxiliary method of testing. 11 references. *World's Paper Trade Review* is published by Stonehill and Gillis, Ltd., 329, High Holborn, London, W. C. 1, England.

Driers, Quick Drying Inks or Anti-Set-Off Spray? *Der Polygraph* 7, No. 7, April 5, 1954, pages 275-6 (in German); *Printing Abstracts* 9, Nos. 7, July, 1954, page 484. The problem of ink drying, particularly with regard to packaging materials, is discussed. Recently developed highly concentrated inks which allow a thinner ink film to be printed are an improvement on earlier quick-drying types.

***Paper Testing.** Ernest Schmatolla and Charles V. Morris. *Productionwise* 3, June, 1954, pages 20 and 22; *Marathon Graphic Arts Abstracts* 1, No. 8, August, 1954, page 110. Taking a cue from paper-makers, the authors recommend that printing papers be tested with ultraviolet (black) light to identify surface characteristics of a sheet or roll. The method reveals the comparative opacity of different papers and permits selection of a brand or kind from stray samples, besides showing varying surface characteristics (departures from uniformity) and distinguishing one side of a sheet or roll from the reverse side. Testing is based on the fact that under ultraviolet light, different papers appear in varying shades of violet, the actual hue depending on the materials and method used for manufacturing the stock, and which affects its surface characteristics. *Productionwise* is published by Colton Press, Inc., 468 Fourth Avenue, New York 16, New York.

***Waviness and Cockling in Paper.** *Paper-Maker* (London) 127, No. 6, June, 1954, page 453; *Bulletin of the Institute*

of Paper Chemistry 24, No. 12, August, 1954, pages 991-2. The effects of insufficient or excessive moisture in paper and means for correct maturing and conditioning prior to printing are outlined. Paper in a single sheet will adjust itself rapidly to the atmospheric conditions of its surroundings; however, when stacked in reams under the considerable pressure of its own weight, troubles are likely to develop. *Paper-Maker* is published by S. C. Phillips and Co., Graham House, 3, Tudor Street, London, E. C. 4, England.

Wrong Patent Number

The Lithographic Technical Foundation reports that the patent number for the abstract entitled "Sensitive Coatings for Copying on Metal" in the July Technical Briefs should have been 1,018,953 instead of 1,018,053 as it appeared.

Lithography—General

***Improved Offset Rotary Lithographic Printing Machine.** *British Patent* 710,871. Ditto, Inc. *Tin Printer and Box Maker* 30, No. 356, September, 1954, page 10. A feed table and a receiving tray are both located in front of a cylinder adjacent the bottom and top respectively. A blanket roll is in the rear of the cylinder, which latter is rotated in a direction to move a sheet fed to the bottom of the cylinder and to deliver it to the receiving tray with its surfaces reversed in relation to its position on the feed table, the printed surface of the tinplate being uppermost in the receiving tray.

***Improved Offset Rotary Lithographic Printing Machine.** *British Patent* 710,872. Ditto, Inc. *Tin Printer and Box Maker* 30, No. 356, September, 1954, page 10.

***Improved Offset Rotary Lithographic Printing Machine.** *British Patent* 710,873. Ditto, Inc. *Tin Printer and Box Maker* 30, No. 356, September, 1954, page 10.

A New Dampening System. *Modern Lithographer and Offset Printer* 50, No. 7, July, 1954, pages 32-33 (2 pages). A description of the Wagner system for dampening lithographic plates is given and a brief comparison with the Effusor Dampening System by W. G. Mullen is made. Essentially the Wagner system operates as follows. A fine metal screen, suspended in a frame, is steeped in a water reservoir and drops of water cling to the mesh. A vertical movement places the wetted screen in front of a row of jet orifices. The air jets blow the water from the screen to the plate in the form of a spray. The duration of this spray is timed to coincide with the rotation of the plate by a cam-lever system. Among the benefits claimed are improvement of quality and evenness of impression; brighter colors; saving of time; reduction of image abrasion; and simple installation and operation.

***Moistening for Offset Printing Machines.** *German Patent* 872,050. Max Ras. *Tin Printer and Box Maker* 30, No. 352, May, 1954, page 12. A long receptacle is provided with a slot. Means is provided for projecting through the slot finely atomized water uniformly by means of an airstream on to part of an offset machine cylinder for moistening. A photoprint of this patent may be obtained from the U. S. Patent Office, Washington 25, D. C. for sixty cents.

Graphic Arts—General

***Method for Determining and Mixing Colors.** *U. S. Patent* 2,666,716. O. Syreen. *American Ink Maker* 32, No. 4, April, 1954, page 47. A method of blending red, yellow and blue coloring materials to a desired color intensity and shade comprises determining the reciprocal color intensity of the given coloring components of the desired color to be obtained and then blending the colors quantitatively in the ratio of their reciprocal color intensities to produce the desired shade and hue. The reciprocal color intensity is determined by measuring the minimum critical quantity of the coloring material of unknown coloring power required to produce a coloring effect upon a substantially stronger color containing a shade-modifying quantity of a weaker color other than the unknown coloring material other than merely deepening the color thereof. The stronger color is selected from the group consisting of bright red, bright yellow and bright blue, and the unknown color is the color of this group other than the stronger color.

Skin Protection. *Printing Equipment Engineer* 84, No. 5, February, 1954, page 67; *Printing Abstracts* 9, No. 6, June, 1954, page 459. Two barrier creams, Clerex and Hydrepel AS, have been developed by Hygiene Research Inc., New York, N. Y., and Los Angeles. Clerex protects the skin from organic solvents and solvent-borne irritants. Hydrepel AS gives protection from water solutions and water-borne irritants.

Gravure Offset Offers New Possibilities. E. A. Crawford. *Inland Printer* 133, No. 6, September, 1954, pages 42-43 and 98 (3 pages). The advantages of gravure-offset are: first, no water is required to effect the ink transfer; second, deep-etched plates are not used, therefore there are no copy restrictions and wash-ups are practically eliminated; third, photographic reproductions as fine as a 150-line screen can be reproduced; fourth, on normal, run-of-the-mill printing, far less skill is required to operate the press. However, where skilled craftsmen are employed, the printing result approaches that of high quality letterpress printing. Fifth, the ink on the printed surface dries sufficiently to permit lacquering on the same press run.

Air Conditioning. C. W. Latham. *American Printer* 135, No. 3, March, 1954, pages 36-37, 67-68 (4 pages). The need for air conditioning in pressroom,

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MODERN LITHOGRAPHY, November, 1954

plateroom, stripping, photo, finishing departments, offices, and storage is discussed.

How Much Does Air Conditioning Cost? C. W. Latham. *American Printer* 135, No. 4, April, 1954, pages 34-35, 58 and 60 (4 pages). This second installment covers factors influencing the cost, the requirements, the influence of geography on the cost, maintenance, and getting the full benefit out of air conditioning.

***Antistatic Finishes for Textiles.** Mason Hayek. *American Dyestuff Reporter* 43, No. 12, June 7, 1954, pages 368-71; discussion, 371; *Bulletin of the Institute of Paper Chemistry* 24, No. 12, August, 1954, pages 1011-1012. The fundamentals of static electricity on textiles are reviewed, and the mechanisms of antistatic action are described. To be generally effective, antistatic agents must reduce the electrical resistance of textile surfaces. The manner in which this is accomplished by various compounds is discussed. 5 tables, 3 figures, and 36 references. *American Dyestuff Reporter* is published by Howes Publishing Co., Inc., 44 East 23rd Street, New York 10, New York.

***Xerographic Contact Copying Device.** U. S. Patent 2,689,179. L. E. Walkup and H. E. Copley. *Official Gazette* 686, No. 2, September 14, 1954, page 405. 1. An exposure device for contact xerographic copying wherein a xerographic plate is held in contact with copy to be reproduced while being exposed to light, said device comprising a cabinet and a light source therein, a rigid transparent panel in a wall of the cabinet and a cover movable over said panel, a resilient, flexible, transparent pad positioned on the rigid transparent panel, and a thin, flexible, soft, transparent sheet secured to the cabinet and disposed to be drawn over the copy to be reproduced and adapted to receive a xerographic plate thereon, and a pressure plate resiliently mounted within the cover and positioned over the transparent panel to bear firmly against a xerographic plate when on the transparent sheet whereby the xerographic plate is firmly and resiliently retained in an exposure position.

***Sensitive Photographic Element for Use in the Silk Screen Process.** U. S. Patent 2,685,510. E. C. Yackel. *Official Gazette* 685, No. 1, August 3, 1954, page 174. 1. A photographic element for use in the silk screen process, comprising a cellulosic support having thereon a gelatino-silver halide emulsion layer of the same composition as the first emulsion layer but containing colloidal silver dispersed therein, both emulsion layers containing a dispersion of a tanning developing agent.

***Dermatitis from Waterless Hand Cleaners.** G. E. Morris. *AMA Archives of Ind. Hygiene and Occupational Medicine* 9, June, 1954, page 507; *Telescoping the Technical News* 14, No. 8, July 30, 1954, page 192. Waterless hand cleaners have recently appeared on the market and are being offered to industry both in tubes

for individual use and in dispensing units which can be fastened to factory walls in places where no water connections exist. These waterless hand cleaners are gradually being used with increasing frequency by machinists, mechanics, painters, and others with dirty hands, because they appear to clean the skin efficiently without the need of washing or rinsing with water. Nine cases of vesicular dermatitis of the hands are reported from the use of waterless hand cleaners, the cleansing ability of which is based primarily on the use of solvents. Such solvents are of the naphtha series and are potent irritants and sensitizers; therefore, they should not be used as hand cleaners. Waterless hand cleaners which are used in industry are based, in large percentage, on aliphatic hydrocarbons, which are both irritants and sensitizers. They represent an expensive method of using kerosene as a skin cleaner. The AMA Archives of Industrial Hygiene and Occupational Medicine are published by the American Medical Association, 535 North Dearborn, Chicago, Illinois.★★

Buys Esso Balt. Plant

The Cullom & Gertner Company, Atlanta and Nashville printing and lithographing firm, has purchased the Esso Standard Oil Company's Baltimore printing and lithograph plant, according to an announcement made Nov. 1 by Alven S. Gertner, president of Cullom & Gertner.

The operation of the Esso Baltimore plant, in production since 1929, already has been completely transferred to Atlanta and Nashville. Concurrent with the move, Esso's national printing requirements will immediately be serviced by Cullom & Gertner from both Southern plants. In addition to an analyzing and printing service, the arrangement will include a unique service called the C & G Plan in which Esso's completed printing will be stocked and inventoried on a yearly basis by Cullom & Gertner.

The sale involved the complete stock of all Esso presses, stocks, type and production facilities. Included among the equipment is an Ebco 22" x 34" offset press.

The appointment of two key personnel also was announced. Roland Kasemeyer was named account executive in charge of contract production and Andrew Noll was named superintendent of bindery operations. Each was formerly with Esso for 21 and 18 years, respectively.

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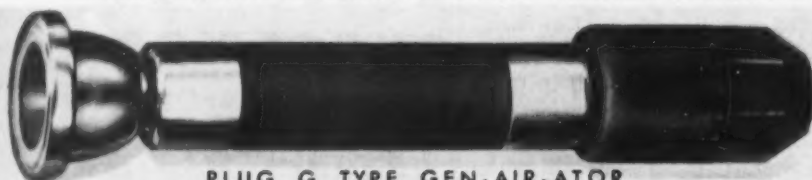


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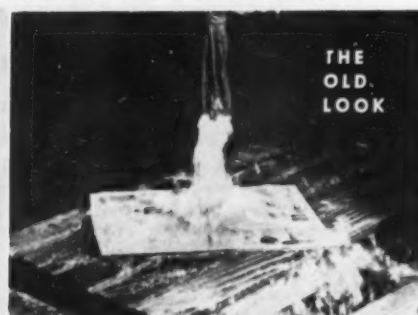
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THE OLD LOOK



THE NEW LOOK

Gives Management Pointers

Far-sighted management doesn't wait for possible labor problems to become serious before taking action, Paul W. Bell, personnel director of the Times-Mirror Co., which employs 3000 persons, told the Master Printers Section of the Los Angeles PIA at its October meeting in Rodger Young Auditorium. Every employee can be a goodwill booster for the shop in which he earns his living — provided, Mr. Bell said, that management takes the initiative toward cementing employer-employee relations and mutual understanding. Among suggestions were, 1, Operate under a written personnel policy that covers all situations which may arise in your shop; 2, Keep your shop in order regarding wages, benefits and working conditions; 3, Make sure employees know why additional benefits are given; 4, Hold brief, periodic meetings with employees so that each has a better understanding of the other's problems.

POPAI Plans Forum

A forum on point-of-purchase advertising is planned for the Hotel Roosevelt, New York, Jan. 26, the Point-of-Purchase Advertising Institute announced. The forum will be sponsored by POPAI's research and educational committee.

The Institute also announced it has prepared a "Fact Report" on the Gillette Safety Razor Co. describing increased sales with a counter merchandiser.

Upstate Firms Add Presses

Rochester Folding Box Co., Rochester, N. Y., recently put in a Harris 50 x 72" two-color offset press. Baronet Lithograph Co., Inc., Johnstown, N. Y., added a Harris 35 x 45" two-color offset press.

Young & Klein Tours Hawley

All employes of Young & Klein, Inc., Cincinnati, recently were guests of the Hilton-Hawley Co., ink manufacturers in that city. The group toured the plant.

PACKAGING

(Continued from Page 59)

reported that his committee has prepared and sent out through the Institute's office a questionnaire to some 200 folding carton plants throughout the country. The questionnaire was designed to assemble data on the methods currently being employed in the folding carton field for color standardization and control.

Another speaker was William C. Stolk, president of American Can Co., New York, who outlined the progress made in packaging of all kinds and predicted tremendous expansion in the years to come. "Today, in America alone, we use more than three hundred billion packages of all types each year, and it is estimated that sales of the industry total approximately ten billion dollars," Mr. Stolk said. "Packages must provide an essential service to succeed," he emphasized, and said that future progress will be measured by how well the packaging materials serve.

Frank W. Cray, Interchemical Corp. (IPI) was chairman of the printing processes sessions which played to a packed house of about 900 persons. Registration at the forum was about 1470, the largest figure yet attained by the Institute.

Officers were re-elected. They are F. S. Leinbach, Riegel Paper Co., president; R. Chester Reed, The Texas Co., Herbert T. Holbrook, Standard Packaging Corp., and E. H. Balkema, Colgate Palmolive Co., vice presidents; and Dr. Laurence V. Burton, executive director. The institute's offices are at 342 Madison Ave., New York 17. ★★

PHOTO-COMPOSING

(Continued from Page 57)

ditioning rack where plates fresh from the whirler will become acclimated to the room humidity and where the ammonia in the coating can evaporate. There should also be a warm-water soaking tank where the unexposed coating can be softened up before developing.

Fig. 47 shows a plate room using

for the
**RIGHT
ANSWER**

about
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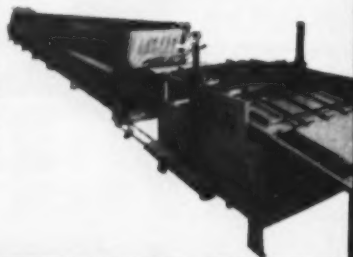
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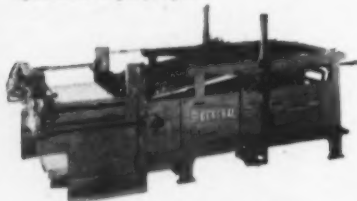
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Mechanization of screen process printing has opened new fields for the progressive lithographer. With high speed, automatic silk screen presses lithographers can increase their profit potential. Decals, displays, posters, greeting cards, gift wrap on paper and board—catalog and book covers, fancy packaging, novelties on plastic, synthetics and textiles—are just a few of the things that can be printed with ease on General equipment.



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Five models of the General Press are available to take sheets from $3\frac{1}{2} \times 3\frac{1}{2}$ to 36×52 . Speeds range from 800 to 3000 sheets per hour depending on the drying method used. Shown above is a General Model 38 with a M&M Wicket Dryer. Dryer is custom built to any length to provide a specified drying cycle.



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EL MONTE, CALIF.

Why We Bet Our Life - - - 1954 WOULD BE THE GRAPHIC ARTS BEST YEAR EVER!!

MONEY — so plentiful the savings banks deposits keep on rising. (Note—and now the government is making money more plentiful.)

UNEMPLOYMENT — people out of work in '54—only a fraction of previous years when we had much smaller population—when times were considered good. And, today unemployment compensation keeps the few unemployed eating without dipping into their savings. Watch unemployment drop this fall (sure as shooting).

RUSSIA—INDO CHINA—KOREA situation sells newspapers, but nothing untoward has happened, and pitiless publicity today throughout the world will (methinks) make the Machiavellian machinations of the war mongers die a-borning, their conquests by stealth are over.

AMERICA — at the adolescent age where it will grow like Iowa corn—you can see it growing—billions being spent to take care of more business in the next ten years than the previous thirty—all of which requires tremendous more printing (and most printing has to be FOLDED), and the BaumFolder Gold-Mine, on pay-for-itself terms—is yours for the asking. Which size may we ship?

Russell Ernest Baum, Inc., 615 Chestnut St., Phila.

14 x 20 — 17 x 22 — 22 x 28 — 25 x 38 — 30 x 46

the Lanston vertical whirler, an overhead light on the frame and a Lanston Photo-Composer. This machine, also in a separate room, faces the door because the plate is mounted from the front of the machine. If two machines are required they should face each other.

Space and individual plant conditions will not often permit these exact layouts to be used, and some compromise will have to be made. There are at least six variations of each of these layouts that still retain the same basis. However, when considering any layout, draw in a flow line of operations and travel from one station to the next. If this line crosses itself or doubles back, it is not a good layout. It will be noted in these layouts that they have an almost perfect flow line. The only crossing of the dotted lines merely indicates a choice of printing frame or photo-composer. In either of these layouts a simple move of a partition will put the printing frame in the same room with the photo-composer. It is not expected that these layouts will solve anyone's problem. It is hoped that they will spark ideas in the minds of those who are faced with a plate room arrangement.

Lighting is also important. The platemaking and photo-composing rooms should be well lighted, but with a safe light. Banks of overhead fluorescent tubes may be used if orange filters are attached in such a way as to filter out white light. If there are windows, they may be painted with transparent orange oil paint.

Be sure there is a place for a unit-type air-conditioner in the exposure room if the plant is not air-conditioned. And be sure to segregate the wet units if the plant is air-conditioned. The printing frame may be put either in the photo-composing room or left outside, depending upon its use and importance.

(This article is taken from the new book, "Photo Composing," just issued by the Lithographic Technical Foundation, 131 East 39th St., New York 16, N. Y. This book, by Charles W. Latham, long-time LTF staff man and lithographic consultant, is the

first such work ever published on the subject.—Editor.)

PRINTING WEEK

(Continued from Page 46)

rapidly tightening up and schedules are heavy in many cases.

The greatest increase in local activities is being felt in the volunteered cooperation of an increasing number of trade organizations, newspapers, schools, etc. The number of trade groups holding Printing Week programs in addition to cooperating with the local Craftsmen's Club or all-industry meetings may double this year. School, public library, and retail business display window Printing Weeks exhibits show a marked rise. Special newspaper editions, supplements, etc., are increased materially over 1954. The 1955 Printing Week activity checklist now being returned by local committees indicates expansion of former activities and a most healthy expansion into new programs.★★

METAL DECORATING

(Continued from Page 85)

He cited the problems of bleeding, smearing, embossing, haloing and curdling that had to be overcome before wet varnishing could be successful. He listed these four points which are important for a successful job:

1. The print must have good form.
2. The coater must be set so the roll doesn't put pressure on the scraping roll, causing a "squashed print."
3. The ink must dry at the baking schedule of the coating.
4. The roller and take-off speed must be synchronized to assure good definition.

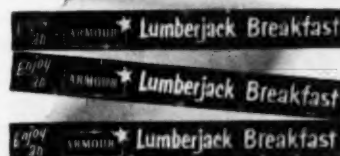
Four viewpoints on coatings for the metal decorating field were given panel members Wednesday afternoon. The speakers were Milton Glaser, Midland Industrial Finishes Co., Waukegan, Ill.; Wayne Heston, Lilly Varnish Co., Indianapolis; Arthur C. Schultz, Stoner-Mudge, Inc., Pittsburgh; and Charles Groff, Watson-Standard Co., Pittsburgh.

Mr. Glaser was concerned with

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Operation LUMBERJACK

To start America off with a full stomach, ARMOUR & CO. advocates a hearty "Lumberjack Breakfast" in a nationwide promotion, featuring tasty Armour Sausage. High on the list of successful selling aids was this big, bright truck sign, silk screened in glistening reflective beading. Stock used was KLEEN-STIK FLEX-STIK "B"—the extra-flexible rubber-saturated outdoor stock that sticks tight in spite of weather, moisture, grease, or scuffing. This "shining" example was conceived by RUSS BROWN and CHARLEY SCHLINGER of Armour's ad department.

Sales
"Pepper"
Upper



DR. PEPPER CO., of Dallas, is spreading the word to "Wake Up Your Taste"—by means of this snappy die-cut bottle-cap replica. Ad Manager A. H. CAPERTON specified KLEEN-STIK for this piece, so that it would be sure to be posted on thousands of walls, windows, counters, doors . . . and other prominent spots in Dr. Pepper outlets. Dealers and salesmen simply p-e-e-l and press, and presto—there's another "peppery" sales message! Fine printing job "tastefully" handled by LLOYD SAUNDERS of MALFORD WEINERT CO.

Stay awake—and stay ahead in sales—by recommending KLEEN-STIK for super sellin' window streamers, shelf stripes, back-bar signs, bumper strips . . . and lots more! Be sure to write for your big K-S "Idea Kit," filled with samples and selling tips—it's yours for the asking.

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Safe! No chromates
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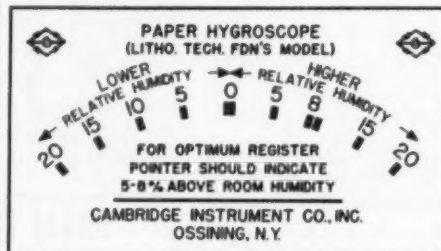
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epoxy coatings. He said the four classes of epoxy materials are heat convertible, for can and drum linings; epoxy ester, which is finding its way in metal decorating, because of dry heat, pasteurization and process resistance, and because of the low taste factor; catalytically cured; and stabilizing materials.

The epoxy ester type has the additional advantages of excellent flow, opacity and color retention. Present uses of epoxy ester coatings in the trade include beer and soft drink cans, baby food containers, screw cap enamels and home canning lids, according to Mr. Glaser.

Mr. Heston discussed the choice of coating materials for metal decorators. He emphasized that the particular job to be done determines the coating that should be selected from the growing list available, as well as the equipment available to apply this coating. He mentioned vinyl, chlorinated and silicon resins among the materials available and said that a good coating can assure sharper, clearer, cleaner and brighter decorating.

Vinyls, which have reached their "legal maturity," were described by Mr. Schultz, who said their advantages have made them popular in the food and beverage industry. Although their mar and scratch resistance is relatively poor, Mr. Schultz said, the vinyls have made inroads in the toy and general decorating field.

He elaborated on the class known as thermo-setting vinyls, which, he said, have unlimited range of appli-

cation and are good for sizing and for showing pilot samples fast.

Mr. Groff focused his attention on organic coatings, discussing particularly the problem of adhesion, which, he said, is affected to some extent by the plate surface. He also mentioned the heat stability of cross-linked vinyl sizes and the excellent adhesion shown by epoxy resins.

Michael H. Bruno, Lithographic Technical Foundation, Chicago, concluded the program with a talk entitled "What's New With L.T.F."

Mr. Bruno outlined briefly the background of the organization and the job being done by the 21-man research staff. He said L.T.F. was the first group to give information on albumen and deep etch plates, and has issued technical reports on coatings, sensitivity, graining, bi-metallic plates, lacquers, elimination of stripping on the press and many other subjects. L.T.F. instruments mentioned by Mr. Bruno include the modified micrometer for measuring blanket thickness, the bench inkometer and the contact printing light.

Looking toward the future, the speaker indicated that research is underway on color reproduction methods, diazo sensitizers, a pick-tester and quality control. On the last topic, Mr. Bruno said it is now easier to determine the factors which influence quality because of the excellent instruments available to research workers.

As reported here last month, Robert L. Singley, Closure Lithographing Corp., Chicago, was elected president, succeeding Donaldson Brown, of

Donaldson Art Sign Co., Covington, Ky. James L. Burns, American Can Co., New York, was elected vice president of the association, and Harold Lee, J. L. Clark Mfg. Co., Rockford, Ill., is secretary. Mr. Singley served in the secretary's post for several years.

Directors are Earl E. Gray, Caspers Tin Plate Co., Chicago; William Kerlin, Tinsplate Lithographing Co., Brooklyn; Winslow H. Parker, Parker Metal Decorating Co., Baltimore; Neal Rader, The Texas Co., Port Arthur, Tex.; George A. Frank, Sheet Metal Coating & Litho Co., Baltimore; E. R. Byers, R. M. Hollingshead Corp., Camden; Harold Jensen, Heekin Can Co., Cincinnati; and Mr. Brown, the retiring president.

A highlight of the program was the presentation of plaques to past presidents of the NMDA. Four of these men were present, as follows: Raymond I. Dawson, Metal Litho Corp., Brooklyn; Mr. Gray, Mr. Parker and Mr. Kerlin. Absent was Steve Lipinsky of Brooklyn Metal Decorating, Inc., Brooklyn. Mr. Rader made the presentations on behalf of the association.

Social highlights were the cocktail party sponsored by Wagner Litho Machinery Div., the annual banquet of the association, and a luncheon and fashion show for the ladies, sponsored by R. Hoe & Co.

The time and place of the 1955 convention were not decided upon, but decision will be made soon, a spokesman said. Registration this year was 238, including ladies.★★

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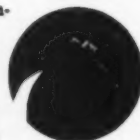


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FOR
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Address replies to Classified Advertisements with Box Number, care of Modern Lithography, 175 Fifth Ave., New York 10, N. Y.

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A-1 PRESSMAN: For operation of Harris two-color presses. Must be capable handling finest four-color process work. Good opportunity in first-class city in Southwest. Fine working conditions. Permanent job. Give complete details of your experience, previous connections, earning, and references. Reply will be held in strict confidence. Address Box 566, c/o Modern Lithography.

METAL DECORATORS: We need two energetic, ambitious young men—a single-color Hoe pressman and a general foreman—for small, modern jobbing plant handling an interesting variety of first quality closure, can, and toy work. New plant less than a mile from finest beach in Los Angeles area. In reply give personal history, details of previous experience, earnings, and references. Replies held in strictest confidence. Address Box 567, c/o Modern Lithography.

EXPERIENCED 2-COLOR PRESSMAN: For operation of smaller sized Harris 2-color presses in medium sized eastern city. Permanent job with growing concern. Address Box 568, c/o Modern Lithography.

PLATEMAKER, STRIPPER AND CAMERAMAN: For quality two and three color work. Ideal working conditions in modern, air conditioned department. Steady work with overtime. Located in Ohio. Address Box 569, c/o Modern Lithography.

LITHOGRAPH PLANT SUPERINTENDENT: Must be capable of taking full charge of Los Angeles plant specializing in advertising printing and lithography including finest quality color process work. Four one color presses up to 36 x 48, complete camera, stripping, plate-making, bindery and letterpress facilities all under one roof. Excellent sales force. Must be able to handle and supervise shop production and quality control, estimating and purchasing. In first letter state qualifications, background, references, salary expected, and availability. Future assured for proper party. Address Box 578, c/o Modern Lithography.

Situations Wanted:

ENGINEERS: Consultants on printing, designers of rotogravure, flexographic and gravure offset presses for industrial applications. If your printing is not up to standard, costs too high or you have a special problem, consult us, our services are available on a yearly or project basis. E. A. Crawford Co., Box 216, Edgewood Station, Providence, R. I.

EXECUTIVE SECRETARY: 11 years lithography; knowledge bookkeeping, administrative detail, stenography, own cor-

respondence, statistical typing; mature; \$70-75; Metropolitan New York. Address Box 570, c/o Modern Lithography.

YOUNG CAMERAMAN: Presently employed. Desires permanent position with progressive lithographic plant. Will relocate. Address Box 571, c/o Modern Lithography.

LITHO SUPERINTENDENT OR OFFSET FOREMAN: 30 years experience, the past 10 years in a supervisory and administrative capacity, capable of engineering jobs from creative art to finished product. Thorough knowledge of plate-making and multi-color presses, including web fed perfecter, inks, paper, process color, labels, calendars, posters, brochures, packaging, etc. Have excellent background and references. Address Box 572, c/o Modern Lithography.

FOREMAN, PLATEMAKING AND CAMERA: Presently employed. Desires location in Florida. Thoroughly experienced in Offset including Eastman Color Masking from Transparencies. Capable of setting up new plate and camera department. Also experience on Offset presses. ALA affiliation. Write for detailed qualifications. Address Box 573, c/o Modern Lithography.

PRINTING INK CHEMIST: B.S., Ch.E., age 43, 9½ years experience in the formulation and manufacture of all types of letterpress, offset, moisture-set, and flexographic inks. Desires job as ink room supervisor for printing house. Foreign experience, speaks Spanish. Salary U. S.—\$7800, Foreign—open. Address Box 574, c/o Modern Lithography.

ARTIST: Desires opportunity in western plant to use thorough knowledge of department procedure. Experienced with masking methods, dot etching and retouch processes for various types of quality work. Capable of establishing top color department in your plant. Address Box 575, c/o Modern Lithography.

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Typography, Bindery Age 30-40 \$6,000-10,000
Superintendent — Offset Pressroom NIGHT
1 & 2 col. Harris Age 40-55
Foreman — Offset Pressroom EAST \$6,500-10,000
4 color NEW ENG. \$9,100
Foreman — Offset Pressroom
1 & 2 col. SOUTHEAST \$8,000
Foreman — Litho Stripping & Plate NEW ENG. \$7,000-7,500
Foreman — Trade Bindery (pamphlet) MIDWEST \$7,000-8,000
Estimator — Offset WEST COAST \$6,500
Estimator — Offset MIDWEST \$7,000
Sales Manager — Printing & Litho. MIDWEST \$7,500
Sales Manager — Envelopes EAST \$7,000-9,000
Ink Technician EAST or WEST \$7,500
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1—Horizontal Whirlor, Directplate Corp. #219, max. plate 40½ x 68
1—Vacuum Printing Frame, Reliable Type LVF, max. plate 30½ x 35½
1—Vacuum Printing Frame, Monotype #3029 GVF, max. plate 51 x 70 with pump
1—Rutherford #9268, Offset Color Proof Press, Type 1, bed and plate size 26 x 29, 1 hp AC Motor
2—Camera Arc Lamps, MacBeth #1016 and 1017, DC or AC current type BFA, single phase AC Auto Transformer Type A66
1—2 post Sheridan #795 Embossing Press, 14 x 18 electrically heated head, automatic sliding bed, no meter
1—2 post Sheridan hand operated Embossing Press, 22 x 25½, head for steam heating.

CONTACT: W. G. Smith
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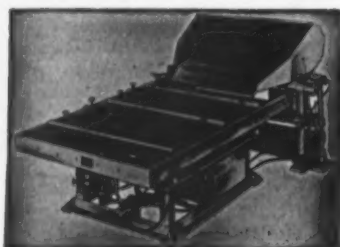
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SUPERINTENDENT: Metal Decorating—desires to make change. Excellent background with twenty years of practical experience, troubleshooting. Capable of assuming technical direction in all phases of metal lithographing, crowns, closures, cans, decoware, etc. Applicant has a good basic knowledge in business administration. Address Box 583, c/o *Modern Lithography*.

OFFSET COLOR PHOTOGRAPHER: Experienced contact and magenta masking. Can take charge of department. Experienced on Lanston overhead, Consolidated and Robertson cameras, with glass, magenta, or neutral. Contact screens. Address Box 577, c/o *Modern Lithography*.

WANTED: A progressive Lithographer who is looking for a technical specialist to assume responsibility for plant improvement in methods, standards and control, with emphasis on color. Box 581, *Modern Lithography*.

TECHNICAL SPECIALIST: With international reputation and experience available after December 1954. Will consider technical representative and troubleshooter for supplier, or technical director of progressive plant. Box 582, *Modern Lithography*.

OFFSET CAMERAMAN: Thoroughly experienced in all departments, seeking steady employment with modern progressive firm which can offer chance of advancement. Will take charge of complete plant or any department and will go anywhere. Address Box 579, c/o *Modern Lithography*.

MAN EXPERIENCED: As department and shop foreman and is a capable cameraman, stripper and platemaker seeks new connection. Will consider any location for good opportunity. Address Box 580, c/o *Modern Lithography*.

For Sale:

Buy Surplus printing presses equipment supplies from U. S. Government. Send \$1.00 for Government Surplus Bulletin to Surplus Bulletin, Box 213B, East Hartford 8, Conn.

FOR SALE: Webendorfer 2 unit perfecter. 35" width 22 3/4" cutoff. Equipped with folder. Complete motor equipment. Approximately 6 years old. Address Box 576, c/o *Modern Lithography*.

FOR SALE: 24" Robertson Galley Camera, 24" Directoplate Vacuum Back, 33" Zeiss lens, 4 arc lights; New Whirlers, Vacuum Frames, Stripping Tables. Oscar J. Ianello, Apex Printing Machinery Company, Inc., 210 Elizabeth Street, New York, N. Y.

Miscellaneous

BETTER COLOR CORRECTION: At less cost. Photographically color corrected continuous tone prints on air map paper enable you to produce process color plates without specialized color skills. A proven service to the Graphic Arts Trade since 1935. Write for particulars. KROLL COLOR SERVICE, 1350 Pierce Avenue, Saint Louis 10, Missouri.

Book on Calligraphy

"The Universal Penman" by George Bickham, 9 x 13 3/4", 212 plates, unabridged. Dover Publications, Inc., 920 Broadway, New York 10, N. Y. \$8.50.

The original 212 plates were engraved by George Bickham and were published during his lifetime (1684 to 1758), a period when the script letter was developed to its most beautiful form. The original works were published in parts of portfolios, and only a few complete copies survived. The present book brings all of these together in one

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Statement of ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233).

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1. That the names and addresses of the publisher, and editor: Publisher, Industry Publications, Inc., 175 Fifth Ave., New York City. Editor, Robert P. Long, 175 Fifth Ave., N.Y.C. Managing Editor, Hamilton Carson, 175 Fifth Ave., N. Y. C.

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5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semi-weekly, and triweekly newspapers only.)

Signed—Robert P. Long, Editor
Sworn to and subscribed before me this 24th day of August, 1954.

(Seal) Judith Simmons
(My commission expires March 30, 1955.)

volume, reproduced by offset lithography.

Many of the compositions of Mr. Bickham are included, in addition to exhibitions of the works of some 20 other leading masters of his time. Mr. Bickham was an outstanding engraver in London.

To the student of calligraphy the book offers a wealth of material for study. To art directors and lithographers, it offers a fine collection of decorative borders and flourishes that may be reproduced without permission or royalty payment.

Adds Photo Composer, Expands

Offset Platemaking Service, Inc., Chicago, early in October installed a new Lanston photocomposing machine taking a 69-inch plate, this being the second photocomposer now in use, according to Willis B. Perry, president. Recently, he said, the firm leased an entire additional floor in the building at 538 S. Dearborn St. where they are located.

Pa. Companies Add Equipment

Rudisill & Co., Lancaster, Pa., recently put in a Harris 22 x 34" two-color offset press. Other recent Harris-Seybold installations in that state include: Meadville Tribune Printing Co., Meadville, a 21 x 28"; Howard Biddle Printing Co., Philadelphia, a 17 x 22"; E. J. Spangler Co., Philadelphia, a two-color envelope press, and a single-color four-roller envelope press; Herbick & Held Printing Co., Pittsburgh, a 35 x 45" two-color offset press, and a Seybold 64" cutter; C. A. Reed Co., Williamsport, a 35 x 45" two-color offset press; and Pitt Photo Litho Co., Pittsburgh, a 44" cutter.

S.W. Firms Add Presses

Campbell Lithograph, Dallas, recently put in two Harris 17 x 22" offset presses. Southwest Printing Co., Dallas, added a Harris 22 x 34" two-color offset press; and Wholesale Printing Co., same city, installed a Harris 35 x 45" single-color.

Bowman Printing Co., Oklahoma City, put in a Harris 17 x 22".

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Bonnell Joins Vulcan

Vulcan Rubber Products, Inc., subsidiary of Reeves Brothers, Inc., New York, has appointed H. L. Bonnell as sales representative for offset printing blankets. Mr. Bonnell's territory will include the middle Atlantic area primarily for metal decorating accounts and paper lithography firms. Mr. Bonnell also will serve as technical adviser on lithography problems.

Prior to joining Vulcan, Mr. Bonnell was associated with U. S. Rubber Co. He has been identified with the Graphic Arts industry for 20 years specializing in the sales and development of blankets and rollers.

Seventh of Ohio Books

The seventh in a series of books on inland waterways, "The Ohio River Atlas," was published in mid-October by Young & Klein, Inc., of Cincinnati. The book features a collection of the best known maps of the river from 1713 to this year, together with related historical and informative data. The book is lithographed on 80-pound Strathmore text paper, with covers of 10-point Champion refoiled enamel stock. Benjamin F. Klein of the firm was the editor.

School Paper Goes Offset

Central Catholic high school, Portland, Oregon, recently adopted a cold-type offset method of printing "The Rampant," the school publication. The paper is lithographed by Dunham Printing Co. Fr. Edward Zenner, faculty advisor, was not satisfied with issues printed by letterpress with plastic plates. Twelve hundred copies

are printed on newsprint for general distribution, and an additional thousand copies are printed on enameled book which is bound into the year-book at the close of the school year.

By installing a Justewriter machine students now can type their own copy. Headings are prepared by Multi-Line composition. Both headings and body type are reduced 25%. Installation costs of the machines were about \$6,000.

Reproductions of photos are of high quality on both newsprint and enameled book stock. The first publication was well received by the student body. An IBM machine with italic gothic will be installed for captions in the near future. Production cost to the school has been reduced under the new process. Cost of stripping and making the offset plates was less than \$40.00 for four pages, which is less than cost of having cuts made for one issue.

Dunham Printing Co. is the first Portland printing firm to produce a school publication under this system, and expects other schools to use the cold-type due to high cost of letterpress printing.

Assn. Offers Sales Contracts

Sample agreements, or contracts of employment between companies and their salesmen, are being offered members of the Los Angeles PIA. The sample covers job assignment, account protection, customer lists, commission and pay arrangements, definition of net billing, samples, reports, exclusive time and other points.

Trade Events

Advertising Essentials Show, Hotel Biltmore, New York, Nov. 15-17.

Printing Industry of America, annual convention, Nov. 15-18, Statler Hotel, Detroit.

Printing Week, January 16-22, 1955, Everywhere.

National Assn. of Litho Clubs, annual convention, May 6 and 7, Schroeder Hotel, Milwaukee.

Technical Assn. of the Graphic Arts, annual meeting, Boston, May 9-11, 1955, Somerset Hotel.

Research & Engineering Council of the Graphic Arts Industry, annual meeting, Parker House, Boston, May 11-13.

Lithographers National Assn., annual convention, June 20-23, Lake Placid Club, Lake Placid, N. Y.

International Assn. of Printing House Craftsmen, annual convention, August 7-10, Netherland Plaza Hotel, Cincinnati.

National Assn. of Photo-Lithographers, annual convention and exhibits, September 21-24, Statler Hotel, Cleveland.

Litho Schools

CANADA—Ryerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.

CHICAGO—Chicago Lithographic Institute, Gleason House, 1800 S. Prairie Ave., Chicago 16, Ill.

CINCINNATI—Ohio Mechanics Institute, Cincinnati, Ohio.

LOS ANGELES—Los Angeles Trade Technical Junior College, 1646 S. Olive St., Los Angeles 15, Calif.

MINNEAPOLIS—Dunwoody Industrial Institute, 818 Wyzata Blvd., Minneapolis 3, Minn.

NASHVILLE—Southern School of Printing, 1514 South St., Nashville, Tenn.

NEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.

OKLAHOMA—Oklahoma A & M Technical School, Graphic Arts Dept., Okmulgee, Okla.

ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South Rochester 8, N. Y.

PHILADELPHIA—Murrell Dobbins Vocational School, 22nd and Lehigh, Philadelphia, Pa.

PITTSBURGH—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.

SAN FRANCISCO—City College of San Francisco, Ocean and Phelan Aves., Graphic Arts Department.

ST. LOUIS—David Ranken, Jr. School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.

WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

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(The advertisers' Index has been carefully checked but
no responsibility can be assumed for errors or omissions.)

Tale Ends

CHICAGO lithographers got off easy, floodwise, following the seven-inch rainfall in that area Oct. 10, which made nationwide headlines. A spot check of firms in the city's far southside section which was most affected by the deluge, failed to turn up anything more sensational than a few flooded basements and some slight damage to paper stocks stored in some of them. Due to Chicago's inadequate sewer system for handling storm water runoff, flooded basements are a common occurrence throughout the city.

Of more serious import, however, was the curtailment of the city's electric power generating capacity when flood waters inundated two Commonwealth Edison Co. generating plants, reducing power production there to zero. To conserve power available from other sources, thousands of Chicago industries were requested to cut electrical consumption to 25 percent of normal use during the week following the Sunday flood.

One large lithographing plant reported that they had to close down about 50 percent of their operations and lay off the idled men. Other litho plants were similarly affected in proportion to their size.

★

Hunting for deer is a good way to relax after hunting for litho orders day after day. That's the advice of Thomas Dalziel and Irving Olson, partners of the O'Dal Lithographers, Los Angeles. They sent us a photo showing them proudly standing in front of two handsome bucks.

★

Who says the cost of living has gone up? Dallas, Tex., hasn't heard about inflation, apparently. The Dallas Litho Club sponsored a big fishing trip for all interested "fishographers"

Oct. 2, and the cost was \$7 per member. And for the seven bucks here's what they got: sleeping accommodations (including linens), boats, Saturday breakfast, lunch and dinner

and Sunday breakfast and lunch. Come to think of it though, there was no mention of free beer.

★

Taking a tip from those ubiquitous used car salesmen with the picturesque names, Frederic M. Pannebaker, of Denver, has billed himself the "Laughing Lithographer," and issued a brochure to that effect. Seems he's so happy because his work has won numerous graphic arts prizes through the years. The gimmick, of course, is that Freddy would be glad to stop laughing long enough to handle *your* job.



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